



Keeping the future sweet

Trends in the chocolate industry

November 2012

TRENDS
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WHAT'S IN THIS REPORT?



The context

Health



Sustainability



Innovation



Seasonality



IF YOU ONLY HAVE A MINUTE...



Despite the recession, chocolate consumption remains strong in the UK, although increasing prices with shrinking bar sizes might start putting off consumers

The obesity epidemic is making manufacturers look at their health credentials, joining initiatives such as the calorie reduction pledge. Brands are increasingly promoting the health benefits of chocolate and adapting it to different dietary needs (e.g. gluten-free)



Sustainability is a hot topic in the chocolate industry. Pure or 'true to nature' products are becoming more prominent as consumers become more concerned with the provenance of their food

Consumers like to stick to what they know but as they become more demanding, innovation can hold the key to market share (e.g. spreadables, chocolate pairings, personalisation)



Half of chocolate consumers eat chocolate on special occasions like Easter or Christmas. Manufacturers are increasing launches of seasonal products to capitalise on these occasions

THE CONTEXT

Banking on the global sweet tooth



- Who consumes the most chocolate?
- The emerging sweet tooth of developing markets
- Chocolate in the UK
 - Brits love for chocolate remains strong
 - But will rising prices and shrinking bar sizes deter consumers?

Banking on the global sweet tooth...

Chocolate is a
\$83
Billion
a year industry



That makes the industry's
value larger than the GDP of
more than 130 nations!

Who consumes the most chocolate?

Europeans consume almost 50% of all the chocolate the world eats

Annual per capita
CONSUMPTION in kg



Chocolate hasn't traditionally been the sweet of choice in Asia...

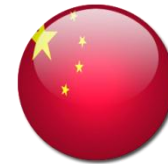
...but as their economies grow, so does their demand for indulgent treats

Annual per capita
CONSUMPTION

Hot climates are often mentioned as the reason for low consumption in these markets. Brands are looking into overcoming these factors, promoting spreads, 'smoother' chocolate and chocolate candy (e.g. M&Ms 'not melting in your hands')



**165
grams**



**99
grams**

Chocolate sales in China are predicted to rise 19% and India expects to see a 7% jump by 2015. By 2016 Asian markets will hold a 20% share of the global market, according to Mintel



REPORT PREVIEW

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For more information contact:

Nathan.McNamara@ipsos.com

Richard.Boyko@ipsos.com

Christopher.Leo@ipsos.com



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