

Chocolate Confectionery - US - April 2013

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"Increased concerns over obesity and related diseases as well as product price increases have caused some consumers to become weary of purchasing chocolate. The chocolate industry must face these challenges with products, packaging and marketing that addresses consumer concerns and invigorates interest in the category."

– Sarah Day Levesque, Food Analyst

In this report we answer the key questions:

- What factors are contributing to sluggish chocolate sales?
- What more can be done to promote occasional or regular indulgences?
- How can industry balance chocolate's healthful properties and obesity concerns?

The chocolate confectionery industry has maintained slow growth over the past five years as the U.S. economy tries to slowly recover from recession. This growth was driven in large part by continued demand for affordable indulgence, an increased interest in high-quality artisanal foods, including chocolate, and price increases due to rising ingredient costs. Increased concern over obesity and related diseases as well as the threat of further price increases are expected to keep category growth at a minimum through 2017. The market already has begun to address these threats with new formulations and packaging that cater to consumers' needs for better-for-you, convenient and reasonably priced chocolate but continued innovation will be necessary to fully engage consumers in the chocolate market.

Among the topics covered in this report are:

- What is driving the chocolate confectionery market as well as the current market size and future projections?
- How can chocolate confectionery companies address trends in healthy eating and concerns over obesity which may hinder sales growth in the category?
- Which companies have been the most aggressive in terms of marketing, product mix and product innovations, and are they in sync with what consumers are most interested in?
- What factors influence consumer behavior and what matters most to consumers?

This report builds on the analysis presented in Mintel's *Chocolate Confectionery—U.S., July 2008*, *Seasonal Chocolate—U.S., August 2011* and *Chocolate Confectionery—U.S., April 2012*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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SymphonyIRI Consumer Network Metrics

Appendix – Trade Associations

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