

Chocolate Confectionery - US - April 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Less than 10% of chocolate buyers say it’s important for a product they buy to be ethically sourced. While a preference for Fair Trade products appears low, even among those who are familiar with the concept, ethical claims will be means of preserving an audience as the attention to company practices increases.”
– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- What do we know about consumer views of product pricing?
- How should leading companies approach premium offerings?
- Do consumers care about Fair Trade and ethical/environmental practices?

US retail sales of chocolate confectionery posted another year of gains in 2013. The category benefits from a high rate of penetration and a strong and growing snack culture in the US. Chocolate confectionery is viewed as an affordable indulgence, and maintained engagement among its consumer base through the economic downturn and into the period of recovery.

Mintel forecasts chocolate confectionery sales will grow from 2013-18. The slowed rate of growth can be attributed to a mature category that can do little to add consumers. Reduced consumption due to health concerns, an expanding array of snack offerings may also explain a slowdown.

This report builds on the analysis presented in Mintel’s Chocolate Confectionery – US, April 2013, April 2012, July 2008, as well as Seasonal Chocolate – US, August 2011.

This report covers chocolate confectionery products including those in bar, bag, and box form, and those sold year-round or seasonally for holidays. Primarily this includes chocolate that is sold in grocery outlets, such as supermarkets (conventional and natural), mass merchandisers, drug and convenience stores. However, the report also covers chocolate confectionery that is sold in specialty chocolate shops, such as Godiva, Lindt, Neuhaus, and Ghirardelli.

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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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Table of Contents

Scope and Themes

Executive Summary

Issues and Insights

Trend Applications

Market Size and Forecast

Market Drivers

Competitive Context

Segment Performance

Retail Channels

Leading Companies and Brand Share

Innovations and Innovators

Social Media

Chocolate Confectionery Purchase and Consumption

Chocolate Confectionery Spend

Consumption Occasion

Purchase Decision

Custom Consumer Group – Households with Children

Impact of Race and Hispanic Origin

Appendix – Other Useful Consumer Tables

Appendix – Social Media

Appendix – Trade Associations

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