

Chocolate Confectionery - US - March 2016

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

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"Dollar sales of chocolate confectionery continued to grow in 2015, albeit at a tempered pace compared to previous years. The indulgence category has avoided steep losses, even as consumers place an increased importance on health."

- Beth Bloom, Food & Drink Analyst

This report looks at the following areas:

- Pace of dollar sales growth slows
- More than a quarter of consumers are buying less chocolate than a year ago
- Snack size, gift box, sugar-free segments struggle

For the purposes of this Report, Mintel has used the following definitions:

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 stores, and convenience stores. However, the Report also covers chocolate confectionery that is sold in specialty chocolate shops operated by Godiva, Lindt, and Ghirardelli.

For purposes of this Report, Mintel has segmented the chocolate confectionery market as follows:

- Bars/bags/boxes weighing 3.5 oz or more – excludes seasonal candies
- Bars/bags/boxes weighing less than 3.5 oz – includes novelty candies; excludes seasonal candies
- Seasonal – chocolate confections marketed for a specific holiday (eg, Halloween, Easter)
- Snack size – also known as fun size, sold in multicount bags/boxes
- Gift boxes – a variety of chocolates packaged in a box with most or all of the individual pieces presented unwrapped; excludes gift-boxed seasonal chocolates
- Sugar-free – chocolate confectionery sweetened with sugar alcohol or a sugar substitute.

Value figures throughout this Report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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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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