

Chocolate Confectionery - UK - April 2016

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“Flat volume sales show the continuing need for brands to use innovation to encourage trading up. With the majority of people thinking it is OK to eat small amounts of chocolate every day as part of a balanced diet, an increased emphasis can be placed on eating smaller amounts of more premium or luxury products as a daily treat.”
– Richard Caines, Senior Food & Drink Analyst

This report looks at the following areas:

- Opportunities presented by different reasons for purchasing
- Ways of encouraging trading up to compensate for stagnating volumes
- Risk posed to sales by war on sugar and portion control

Despite challenging conditions that include the backdrop of negative coverage about sugar, there was no change in consumers’ usage frequency of chocolate confectionery in 2015/16, translating into flat volume sales. Furthermore – and even amid intense price competition between retailers – value sales grew reflecting a combination of price rises and trading up.

The resilience of the market demonstrates the strong position chocolate occupies as a permissible treat. Indeed, the majority of users think it is fine to enjoy chocolate every day as part of a balanced diet. The strong emotional ties consumers have with chocolate have also protected it against heightened concerns over sugar.

The majority of people are willing to trade up for chocolate with particular attributes, particularly when buying as a gift, and more purchases of premium products are needed given stagnating volume sales. The launch of innovative new products along with strong advertising and in-store marketing support will be instrumental to the success of brands given the impulse nature of purchasing.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this report

Executive Summary

Resilience of market shows strong appeal of chocolate

Figure 1: Best- and worst-case forecast of total UK retail value sales of chocolate, 2010-20

Concerns about sugar only having limited impact on chocolate

Ageing population unlikely to benefit chocolate sales

Big lead for Cadbury Dairy Milk in chocolate confectionery

Figure 2: Leading brands in the chocolate confectionery market, % share by value, 2014/15*

Dairy Milk stands out as most trusted chocolate brand

Branded products dominate launch activity in chocolate

Chocolate has enduring appeal as an affordable treat

Increase in proportion of people eating blocks of chocolate

Self-treating the biggest reason for buying chocolate

Figure 3: Reasons for buying chocolate confectionery, February 2016

Strong incentive for brands to tap into gifting market

Figure 4: Factors that would encourage people to pay more for chocolate when buying it either for themselves or as a gift, February 2016

Impulse buying a key feature of purchasing behaviour

Figure 5: Shopping behaviour when buying chocolate, February 2016

Eating chocolate daily seen as OK as part of a balanced diet

Figure 6: Attitudes towards chocolate confectionery, February 2016

What we think

Issues and Insights

Opportunities presented by different reasons for purchasing

Facts

Implications

Ways of encouraging trading up to compensate for stagnating volumes

Facts

Implications

Risk posed to sales by war on sugar and portion control

Facts

Implications

The Market – What You Need to Know

- Growth in value sales but flat volumes
- NPD and marketing activity helps sales

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- Decline in growth for chocolate assortments
- War on sugar having limited impact on chocolate so far
- Growth in number of over-55s who eat chocolate less frequently

Market Size and Forecast

- Value growth for chocolate despite war on sugar
 - Figure 7: Total UK retail volume and value sales of chocolate*, 2010-20
- Premium launches important for future growth
 - Figure 8: Best- and worst-case forecast of total UK retail value sales of chocolate*, 2010-20
 - Figure 9: Best- and worst-case forecast of UK retail volume sales of chocolate*, 2010-20

Segment Performance

- Innovation helps boost chocolate confectionery sales
 - Figure 10: Total UK retail volume and value sales of chocolate confectionery, 2010-20
 - Figure 11: Best- and worst-case forecast of total UK retail value sales of chocolate confectionery, 2010-20
 - Figure 12: Best- and worst-case forecast of UK retail volume sales of chocolate confectionery, 2010-20
- Slowed growth for chocolate assortments
 - Figure 13: Total UK retail volume and value sales of chocolate assortments, 2010-20
 - Figure 14: Best- and worst-case forecast of total UK retail value sales of chocolate assortments, 2010-20
 - Figure 15: Best- and worst-case forecast of UK retail volume sales of chocolate assortments, 2010-20

Market Drivers

- Media coverage and new initiatives focus on reducing sugar intake
- Low sugar seen as most important element of healthy food
 - Figure 16: Factors deemed important when looking for healthy food, November 2015
- Chocolate one of a number of permissible treats
 - Figure 17: Snacks eaten between meals, December 2015
- An ageing population unlikely to benefit chocolate sales
 - Figure 18: Trends in the age structure of the UK population, 2010-20

Key Players – What You Need to Know

- Cadbury Dairy Milk leads in chocolate confectionery
- Leading companies drive big increase in 2015 advertising
- New launches receive strong advertising support
- Dairy Milk the most trusted chocolate brand
- Lindt Lindor has strong association with indulgence
- Branded products dominate NPD activity in chocolate
- Cadbury Dairy Milk a big focus of new launches by Mondelēz
- Galaxy focuses on new flavour combinations
- Ethical claims important in chocolate confectionery

Market Share

- Dairy Milk maintains strong lead in chocolate confectionery

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Figure 19: Leading brands in the chocolate confectionery market, by value and volume, 2013/14 and 2014/15

Celebrations and Lindt see big increases in sales in assortments

Figure 20: Leading brands in the chocolate assortments market, by value and volume, 2013/14 and 2014/15

Brand Communication and Promotion

Big increase in chocolate advertising in 2015

Figure 21: Recorded above-the-line, online display and direct mail total advertising expenditure on chocolate confectionery, 2012-15

Figure 22: Recorded above-the-line, online display and direct mail total advertising expenditure on chocolate confectionery, by sub-category, 2012-15

Mars the biggest advertiser by some distance

Figure 23: Recorded above-the-line, online display and direct mail total advertising expenditure on chocolate confectionery, by advertiser (top 10), 2012-15

Galaxy the most heavily advertised brand

Figure 24: Recorded above-the-line, online display and direct mail total advertising expenditure on chocolate confectionery, by brand (top 15), 2012-15

Coverage/methodology clarification

Brand Research

What you need to know

Brand map

Figure 25: Attitudes towards and usage of selected brands, January 2016

Key brand metrics

Figure 26: Key metrics for selected brands, January 2016

Brand attitudes: Cadbury Dairy Milk the most trusted brand

Figure 27: Attitudes, by brand, January 2016

Brand personality: Hotel Chocolat has most exclusive image

Figure 28: Brand personality – Macro image, January 2016

Lindor has strong association with indulgence

Figure 29: Brand personality – Micro image, January 2016

Brand analysis

Cadbury Dairy Milk building on its strong reputation

Figure 30: User profile of Cadbury Dairy Milk, January 2016

Galaxy seen as more indulgent than Dairy Milk

Figure 31: User profile of Galaxy, January 2016

KitKat stands out for offering accessible good value

Figure 32: User profile of KitKat, January 2016

Lindt's Lindor stands out for indulgence

Figure 33: User profile of Lindt Lindor, January 2016

Thorntons among the more special brands

Figure 34: User profile of Thorntons, January 2016

Hotel Chocolat seen as the most innovative brand

Figure 35: User profile of Hotel Chocolat, January 2016

M&M's seen as the most fun, vibrant and cool brand

Figure 36: User profile of M&M's, January 2016

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Kinder stands out as a family brand

Figure 37: User profile of Kinder, January 2016

Launch Activity and Innovation

Branded products dominate launch activity

Figure 38: New product launches in the UK chocolate confectionery, share by branded products vs. private label, January 2011-December 2015

Seasonal chocolate accounts for a third of launches

Figure 39: New product launches in the UK chocolate confectionery market, share by sub-category, January 2011-December 2015

Mondelēz and Nestlé lead 2015 launch activity

Figure 40: Examples of launches by Galaxy in the UK chocolate confectionery market, 2015

Figure 41: New product launches in the UK chocolate confectionery market, share by company (top 10), January 2011-December 2015

Figure 42: Examples of launches by Cadbury Dairy Milk in the UK chocolate confectionery market, 2016

Figure 43: Examples of Easter confectionery launches in the UK chocolate confectionery market, 2016

Ethical claims increase in prominence

Figure 44: New product launches in the UK chocolate confectionery market, share by claim (top 20), January 2011-December 2015

Figure 45: Examples of launches in the UK chocolate confectionery market making premium claims, 2016

Fewer completely new products being launched

Figure 46: New product launches in the UK chocolate confectionery market, share by launch type, January 2011-December 2015

The Consumer – What You Need to Know

Enduring appeal of chocolate as an affordable treat

Increase in proportion of people eating blocks of chocolate

Six in 10 people buy chocolate to treat themselves

Putting an emphasis on luxury and novelty for the gifts market

Trading up in self-treating more about the chocolate itself

High in-store visibility important for new products

Getting a good deal on price also important to chocolate buyers

Room for chocolate as part of a balanced diet

Consumer perception that dark chocolate healthier

Frequency of Eating Chocolate and Types Eaten

No change in frequency of eating chocolate

Figure 47: Frequency of eating chocolate in the last 3 months, February 2015 and February 2016

More people eating blocks of chocolate

Figure 48: Types of chocolate confectionery eaten in the last three months, February 2015 and 2016

Reasons for Buying Chocolate Confectionery

Self-treating the biggest reason for buying chocolate

Figure 49: Reasons for buying chocolate confectionery, February 2016

Evening snacking on chocolate confectionery at home

Sharing and special occasions important for chocolate

Factors Encouraging Buyers to Pay More for Chocolate

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Being seen as a luxury brand important for gifts

Figure 50: Factors that would encourage people to pay more for chocolate when buying it either for themselves or as a gift, February 2016

Trading up in self-treating more about trying unusual flavours

Specialist chocolate stores more likely to command a price premium

Combining personalisation and limited edition products

Novelty element also important in the gift market

Shopping Behaviour When Buying Chocolate

New flavours a big trigger for buying chocolate

Figure 51: Shopping behaviour when buying chocolate, February 2016

Social media has a strong influence

Saving money an important element to buying chocolate

Four in 10 people limiting their chocolate buying

Attitudes towards Chocolate

Chocolate a permissible everyday treat

Figure 52: Attitudes towards chocolate confectionery, February 2016

Re-sealable packaging can help with portion control

Dark chocolate seen as healthier than milk chocolate

Emotional benefits provide a strong defence against health concerns

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Fan chart forecast

Appendix – The Market

Figure 53: Best- and worst-case forecast of total UK retail value sales of chocolate*, 2010-20

Figure 54: Best- and worst-case forecast of total UK retail value sales of chocolate confectionery, 2010-20

Figure 55: Best- and worst-case forecast of total UK retail value sales of chocolate assortments, 2010-20

Figure 56: Best- and worst-case forecast of total UK retail volume sales of chocolate*, 2010-20

Figure 57: Best- and worst-case forecast of total UK retail volume sales of chocolate confectionery, 2010-20

Figure 58: Best- and worst-case forecast of total UK retail volume sales of chocolate assortments, 2010-20

Appendix – Key Players

Figure 59: Leading manufacturers' sales in the UK chocolate confectionery market, by value and volume, 2013/14 and 2014/15

Figure 60: Leading manufacturers' sales in the UK chocolate assortments market, by value and volume, 2013/14 and 2014/15

Figure 61: New product launches in the UK chocolate confectionery market, branded vs private label share by category, January-December 2015

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