

Chocolate: Inc Impact of COVID-19 - UK - July 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and market dynamics in the chocolate confectionery market.
- How the market will fare post-COVID-19.
- The value of main segments and leading brands' performance in 2019.
- The key new product development trends in the market.
- Attributes that would prompt shoppers to buy a new chocolate product.
- Consumer behaviour and attitudes towards chocolate confectionery.

A new flavour is the top factor that would tempt buyers to a new chocolate product. This makes investment in new product development (NPD) an imperative for chocolate brands, even as they face a severe economic downturn and a pressing need to cut costs.

The disruption caused by the COVID-19 outbreak has hit the high-value seasonal and assortment segments and impulse formats in the first half of 2020, expected to continue in the second half. The volume loss is estimated to be largely offset by an uplift in at-home snacking. This shift and discounting are dragging down average prices. The market is estimated to post volume growth of just 0.3% in 2020 to 526m kg, with value sales falling by 0.3% to £5.4bn.



“Although the market has proven resilient in past difficulties, the economic downturn triggered by the COVID-19 outbreak will coincide with new challenges such as the heightened spotlight on health and existing sugar reduction targets. There are opportunities in reduced sugar variants, flavour innovation and for brands to position themselves as accessible luxuries.” –

Angharad Goode, Research Analyst
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- **New flavours tempt almost half of chocolate buyers**
- **Taste is at the heart of product choice**
- **Over half have yet to try lower-sugar chocolate**
- **Premium chocolate maintains ‘affordable luxury’ image**

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- **Almost half prefer taste of standard over lower-sugar chocolate**

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