

Seasonal and Boxed Chocolates - UK - August 2010

Report Price: £1500 / \$2310 / €1793



What is this report about?

The need to indulge and enjoy an affordable treat has benefited the seasonal and boxed chocolate confectionery category, which has so far shown signs of being relatively recession-proof.

Seasonal sales of chocolate confectionery are dominated by Easter chocolate sales, with retailers depending on price discounts on Easter eggs to drive sales. New product activity has offered consumers a wider selection of products at different price points.

However, consumers are more likely to buy seasonal chocolates for someone as a gift over Christmas, with the average spend on a box likely to be £5.00-9.99.

What have we found out?

- The importance of NPD activity and marketing support in the run up to the major festive periods cannot be underestimated as 25m adults bought boxed or seasonal chocolates as a gift for someone at Christmas while 17 million bought them at Easter.
- Manufacturers should look to develop packing options that are edible or use easily recyclable materials to cater for the 13 million adults that admit that they avoid buying boxed chocolates with excessive packaging.
- Ethical considerations are increasingly important in new product launches for chocolate confectionery, however only a fifth of adults agree that it is important that the chocolate they buy is fair-trade.
- Own label boxed chocolate manufacturers need to position their product ranges as an acceptable gift option; almost half of all consumers (49%) agree that they would not consider giving someone own label boxed/seasonal chocolate as a gift.
- Retailers and manufacturers should make better use of cross-branding opportunities between boxed chocolates and other gifting items; 12.5m adults agree that chocolates are not enough of a gift on their own.
- With tightening budgets and relatively less disposable income, just over a third (36%) of consumers agree that they take advantage of special offers to stock up on boxed or seasonal chocolates.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100