

Chocolate Confectionery - UK - April 2012

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“Better quality of chocolate, added ingredients (such as fruit and nuts) and ethical sourcing are all potential means for brands to justify higher prices while greater transparency around the reasons for increases in price would also be likely to be warmly received by users.”

– Chris Wisson, Senior Food Analyst



In this report we answer the key questions:

- How can the market improve its value for money credentials?
- Does the concept of ‘healthier’ chocolate hold widespread appeal?
- How can the market reduce its dependence on ‘the big three’ operators?
- How can the market keep the sharing bags occasion fresh?
- Can operators leverage the sourcing of cocoa more effectively?

This report examines the UK retail market for chocolate confectionery. The market size includes sales through all retail channels including direct to consumer. Mintel defines the market as comprising packaged chocolate confectionery products, including the following segments

Countlines – bars such as Mars and Snickers which can be sold either individually or in multipacks.

Tablets/Blocks – bars from which pieces which can be broken off such as Dairy Milk and Toblerone.

Individually wrapped – bite-sized assortments which are individually packaged such as Quality Street and Roses.

Non-individually wrapped – bite-sized assortments which are not individually wrapped such as M&Ms.

Seasonal – products which are only available at certain times of the year such as Easter Eggs and those with a Valentine’s Day theme.

Others – other types of chocolate such as loose pick n’ mix and cooking chocolate

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