

Chocolate Confectionery - Ireland - October 2013

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This report looks at the following areas:

- What is the size of the chocolate confectionery market in Ireland?
- What are the key health issues associated with the chocolate confectionery market?
- How will the rising cost of raw materials affect the chocolate confectionery market?
- What types of chocolate are consumers most likely to purchase?
- Which factors do Irish consumers consider important when purchasing chocolate confectionery?
- What are Irish consumers' attitudes towards chocolate confectionery?

While Irish consumers generally perceive chocolate confectionery to be a good value treat, the rising cost of producing chocolate has the potential to negatively impact this perception and thus sales of these products on the island of Ireland. As such, the producers of branded chocolate confectionery are under increasing pressure to demonstrate the value offered by their products to maintain sales and fend off the threat of Irish consumers switching to cheaper own-label products to save money.

This report examines the chocolate confectionery market throughout Ireland, and highlights the type of chocolate that Irish consumers are purchasing, what factors they consider important when buying chocolate and their attitudes towards chocolate confectionery.



"In light of the recent ban on advertising of foods that are high in fat, salt and sugar during children's TV programming in RoI, chocolate companies need to consider including healthier ingredients, such as stevia or fruit juice, to reduce the fat and sugar content of their products to avoid future regulatory restrictions in Ireland."

– James Wilson, Research Analyst

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