

Chocolate Confectionery - UK - April 2014

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“Chocolate features widely in baking recipes, but few brands offer products geared towards baking. There is significant demand in this area, with a quarter of chocolate eaters interested in using their favourite chocolate in baking.”

– Richard Ford, Senior Food Analyst

This report looks at the following areas:

- What can chocolate brands do to address health concerns regarding chocolate?
- How can dampening sales in chocolate assortments be revived?
- What areas are showing growth potential for the market?

Chocolate remains a popular treat amongst consumers, with nearly one in six eating it at least once a day and just 5% never eating it. Volume sales continue to post modest growth in 2013. This demonstrates that despite the recent focus on foods that are high in fat and sugar as contributors to the nation's weight gain, chocolate is an ingrained part of consumers' diets.

The major players launched exciting new flavour variants in 2013, such as Cadbury Dairy Milk Marvellous Creations, in a bid to continue to drive engagement with the category. To future-proof the category, operators have also reduced the size of bars, as in the case of Mars' Snickers and Mars bars and introduced lower-calorie bars, such as Maltesers' Teasers bar. The category has also seen a boost in the share of new launches that bear an ethical claim.

This report examines the UK retail market for chocolate confectionery. The market size includes sales through all retail channels including direct to consumer.

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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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