

Chocolate Confectionery - US - April 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Less than 10% of chocolate buyers say it’s important for a product they buy to be ethically sourced. While a preference for Fair Trade products appears low, even among those who are familiar with the concept, ethical claims will be means of preserving an audience as the attention to company practices increases.”
– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- What do we know about consumer views of product pricing?
- How should leading companies approach premium offerings?
- Do consumers care about Fair Trade and ethical/environmental practices?

US retail sales of chocolate confectionery posted another year of gains in 2013. The category benefits from a high rate of penetration and a strong and growing snack culture in the US. Chocolate confectionery is viewed as an affordable indulgence, and maintained engagement among its consumer base through the economic downturn and into the period of recovery.

Mintel forecasts chocolate confectionery sales will grow from 2013-18. The slowed rate of growth can be attributed to a mature category that can do little to add consumers. Reduced consumption due to health concerns, an expanding array of snack offerings may also explain a slowdown.

This report builds on the analysis presented in Mintel's Chocolate Confectionery – US, April 2013, April 2012, July 2008, as well as Seasonal Chocolate – US, August 2011.

This report covers chocolate confectionery products including those in bar, bag, and box form, and those sold year-round or seasonally for holidays. Primarily this includes chocolate that is sold in grocery outlets, such as supermarkets (conventional and natural), mass merchandisers, drug and convenience stores. However, the report also covers chocolate confectionery that is sold in specialty chocolate shops, such as Godiva, Lindt, Neuhaus, and Ghirardelli.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Chocolate Confectionery - US - April 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes
Executive Summary
Issues and Insights
Trend Applications
Market Size and Forecast
Market Drivers
Competitive Context
Segment Performance
Retail Channels
Leading Companies and Brand Share
Innovations and Innovators
Social Media
Chocolate Confectionery Purchase and Consumption
Chocolate Confectionery Spend
Consumption Occasion
Purchase Decision
Custom Consumer Group – Households with Children
Impact of Race and Hispanic Origin
Appendix – Other Useful Consumer Tables
Appendix – Social Media
Appendix – Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com