

Chocolate Confectionery - Canada - April 2015

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“Chocolate’s near ubiquitous acceptance among Canadians may be challenged by larger demographic forces in the coming years. Canada’s aging population can be an obstacle to growth, but the industry can adapt by tending to demands more specific to this cohort. Millennials’ further entrenchment into their family years provides opportunity for category growth.”

– Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Canada’s aging population presents challenges for chocolate
- Women have different expectations of chocolate
- Chinese Canadians are a benefit for chocolate confectionery
- Focus on families should continue

Potential demographic headwinds may pressure the category as the Canadian population ages and the share of the population over-65, who are less likely to eat chocolate, increases. As Canada’s consumer base ages, confectionery manufacturers can look to strategically adjust messaging and assortment to support growth against the important Boomer cohort. Concurrently, Millennials aged 35-44 becoming more entrenched into their ‘family years’ can support growth providing manufacturers in the category innovate to their demands and message effectively.

Canada’s evolving ethnic make-up can also support category growth. As this report examines, Chinese Canadians support an even higher adoption rate of chocolate versus the overall population. Adapting new product innovation, developing focused and relevant messaging and promoting Eastern holidays, such as Chinese New Year, can result in competitive advantages among this growing consumer base.

This report explores the profile and habits of Canadian chocolate consumers; including the frequency they eat chocolate, what influences their purchase decisions, the importance of different occasions and locations and factors that lead consumers to choose one chocolate over another. This report also examines attitudes towards the category across various demographic groups and identifies opportunities for innovation.

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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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