

Chocolate Confectionery - US - February 2015

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

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“Chocolate confectionery is a treat. Nearly three quarters of consumers turn to these products as a treat, meaning the category will need to promise and meet this most basic expectation.”

– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- Are consumers noticing price increases?
- What's the role of health in chocolate confectionery?
- What kind of innovation resonates with consumers?

Chocolate sales grew by almost a quarter from 2009-14 to \$21 billion. Seasonal and box/bag/bar greater than 3.5 oz segments drive growth, with innovation fusing familiarity and specialization. Struggling snack size, gift box, and sugar-free sales limited the category to a increase just shy of 3% in 2014. Small bites and premium additions in other category segments poach snack size and gift box share, while sugar-free struggles with indulgent health-focused offerings in other categories, including chocolate spreads.

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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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Grocery Manufacturers Association (GMA)

Specialty Food Association

National Confectioners Association (NCA)

National Association of Convenience Stores (NACS)

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