

## Chocolate Confectionery - Ireland - October 2016

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“Concerns over sugar are putting pressure on sales as Irish consumers limit their consumption of chocolate and buy healthier snacks compared to a year ago, indicating that consumers are switching to healthier alternatives. Placing a greater emphasis on smaller-portion formats can help brands position chocolate as a treat that can be enjoyed in moderation and as part of a balanced diet.”

– **James Wilson, Research Analyst**

This report looks at the following areas:

- **What types of chocolate do Irish consumers buy?**
- **Sugar concerns pose risk to chocolate sales**
- **Why are Irish consumers buying chocolate?**

Negative media coverage and high sugar content in some foods have seen Irish consumers limit the amount of chocolate that they eat. Consumers are turning to healthier alternatives, such as fruit, of which they are buying more in 2016 compared to 2015. However, given that volume sales of chocolate are growing, this indicates that consumers claiming that they are limiting consumption are not cutting back very much.

The resilience of chocolate reflects its positioning as a permissible treat to be enjoyed in moderation and as part of a balanced diet. Indeed, this is the main reason Irish consumers buy chocolate and could explain why they are most likely to eat it two to three times a week. Placing a greater emphasis on smaller-portion formats will be received well by consumers and help brands grow their presence within the treat occasion.

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