

Chocolate Confectionery - UK - May 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“That the market has held its ground for a number of years in the midst of rising debate around sugar as a health ‘foe’ is no mean feat. However, it now faces the challenge of PHE’s target of reducing sugar by 20% by 2020. Reduced sugar variants divide opinions among chocolate eaters, many doubting their treat credentials.”
 – **Cameron Thorp, Food & Drink Research Analyst**

This report looks at the following areas:

- **Reduced sugar chocolate divides opinions**
- **Reduced pack sizes appeal to many as alternative to sugar cuts**
- **All-natural ingredients appeal to nearly two in five**

Volume sales of chocolate have seen little change since 2013. That the market has held its ground in the midst of rising debate around sugar as a health “foe” is no mean feat. With the supermarket price wars keeping prices in check, value sales stagnated in 2016. However, as the full effects of the weakening of the Pound in 2016 feed through, average prices are expected to rise again in 2017.

The market faces a considerable challenge going forward as it stands among industries that the PHE (Public Health England) has tasked with a 20% sugar reduction by 2020. That reduced sugar variants spark mixed reactions among chocolate eaters adds to the difficulty here. Openness among consumers towards portion reduction as an alternative offers some good news, however, transparency looks set to be key in such steps. Further ahead, the shadow of Brexit casts a marked uncertainty over future price developments.

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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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Value and volume sales stagnate in 2016

Figure 1: Best- and worst-case forecast of total UK retail value sales of chocolate*, 2011-21

Challenges ahead for the market

Chocolate confectionery continues to innovate

Chocolate assortments grow value sales in 2016

Public Health England pushes for sugar reductions

Healthy eating remains on consumer agenda

Cocoa prices decline, weakening Pound pushes up costs of imports

Companies and brands

Dairy Milk retains an unassailable lead, strong growth from Kinder

Figure 2: Leading brands' shares in the chocolate confectionery market, by value, 2015 and 2016

Lindt and Ferrero storm ahead in assortments

Figure 3: Leading brands' shares in the chocolate assortments market, by value, 2015 and 2016

Total NPD ebbs, reduced sugar launches falls

Sharing pouches continue to attract NPD, Galaxy and Mars target new occasions

Surge in chocolate adspend in 2016

The consumer

Chocolate continues to appeal to the masses

Figure 4: Frequency of eating chocolate in the last three months, February 2016 and February 2017

Chocolate bars and blocks remain top choices

Figure 5: Types of chocolate confectionery eaten in the last three months, February 2016 and February 2017

Six in 10 users limit the amount of chocolate they eat

Figure 6: Behaviours related to chocolate, February 2017

Reduced sugar variants divide opinions

Figure 7: Attitudes towards chocolate, February 2017

All-natural ingredients appeal to nearly two in five

Figure 8: Interest in selected chocolate formats and formulations, February 2017

Milk chocolate remains nation's favourite

Figure 9: Properties most important in a chocolate bar, February 2017

What we think

Issues and Insights

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Reduced sugar chocolate divides opinions

The facts

Implications

Reduced pack sizes appeal to many as alternative to sugar cuts

The facts

Implications

All-natural ingredients appeal to nearly two in five

The facts

Implications

The Market – What You Need to Know

Value and volume sales stagnate in 2016

Challenges ahead for the market

Chocolate confectionery continues to innovate

Chocolate assortments grow value sales in 2016

Public Health England pushes for sugar reductions

Healthy eating remains on consumer agenda

Cocoa prices decline, weakening Pound pushes up costs of imports

Market Size and Forecast

Value and volume sales stagnate in 2016

Figure 10: Total UK retail volume and value sales of chocolate*, 2011-21

Brexit will have far-reaching effects on the market

Figure 11: Best- and worst-case forecast of total UK retail value sales of chocolate*, 2011-21

Figure 12: Best- and worst-case forecast of UK retail volume sales of chocolate*, 2011-21

Forecast methodology

Market Segmentation

Chocolate confectionery continues to innovate

Figure 13: Total UK retail volume and value sales of chocolate confectionery, 2011-21

Figure 14: Best- and worst-case forecast of total UK retail value sales of chocolate confectionery, 2011-21

Figure 15: Best- and worst-case forecast of UK retail volume sales of chocolate confectionery, 2011-21

Chocolate assortments grow value sales in 2016

Figure 16: Total UK retail volume and value sales of chocolate assortments, 2011-21

Figure 17: Best- and worst-case forecast of total UK retail value sales of chocolate assortments, 2011-21

Figure 18: Best- and worst-case forecast of UK retail volume sales of chocolate assortments, 2011-21

Market Drivers

Public Health England pushes for sugar reductions

Saturated fat will be the next target

Healthy eating remains on consumer agenda

Cocoa prices decline

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Weakening Pound will raise the cost of imports
 Manufacturers assess production locations
 New limits on non-broadcast media advertising coming into play

Companies and Brands – What You Need to Know

Dairy Milk retains an unassailable lead, strong growth from Kinder
 Lindt and Ferrero storm ahead in assortments
 Total NPD ebbs, seasonal launches still most common
 Sharing pouches continue to attract NPD
 Galaxy and Mars target new occasions
 Activity in reduced sugar launches falls
 Surge in chocolate adspend in 2016
 Other players are slowly closing the adspend gap on Mars

Market Share

Dairy Milk retains an unassailable lead
 Kinder and M&M's buck the stagnant trend
 Hotel Chocolat continues expansion, Thorntons enjoys ad push under Ferrero
 Figure 19: Leading brands' sales in the chocolate confectionery market, by value and volume, 2015 and 2016
 Lindt and Ferrero storm ahead in assortments
 Figure 20: Leading brands' sales in the chocolate assortments market, by value and volume, 2015 and 2016

Launch Activity and Innovation

Private label regains share in NPD
 Figure 21: New launches in the UK chocolate confectionery market, share by branded products vs private label, 2012-16
 Retailers are getting behind seasonal chocolate
 Figure 22: New product launches in the UK chocolate confectionery market, by sub-category, 2012-16
 Sharing pouches continue to attract NPD
 Figure 23: Chocolate confectionery sharing pouch launches, UK, 2016
 Galaxy and Mars target new occasions
 Green & Black's goes thin
 Figure 24: Green & Black's thin chocolate tablets range, 2016
 Mars pioneers protein
 Figure 25: High-protein chocolate launches, UK 2016
 Gluten-free chocolate launches waning
 Activity in reduced sugar launches ebbs
 PHE sugar-reduction target puts pressure on brands to reformulate
 Nestlé restructures sugar
 Premium positioning explored through flavour and origin
 Figure 26: Examples of launches in the UK chocolate confectionery market of premium chocolate flavours, 2016
 Trend for calling out detailed origin continues

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Artisan launches ebb
Salt and alcohol launches niche but growing
Textures continue to be explored in NPD
Cadbury ups sustainably sourced cocoa, forgoes Fairtrade Mark

Advertising and Marketing Activity

Surge in chocolate advertising in 2016

Figure 27: Recorded above-the-line, online display and direct mail total advertising expenditure on chocolate confectionery, 2013-16

Figure 28: Recorded above-the-line, online display and direct mail total advertising expenditure on chocolate confectionery, by sub-category, 2013-16

Other players are slowly closing the adspend gap on Mars

Figure 29: Recorded above-the-line, online display and direct mail total advertising expenditure on chocolate confectionery, by advertiser (top 10), 2013-16

Figure 30: Recorded above-the-line, online display and direct mail market share advertising expenditure on chocolate confectionery, by advertiser (top 10), 2013-16

Mars ups spend on M&M's and Maltesers...

...and looks to tap into Euro 2016 and evenings in

Cadbury focuses on fun...

...and continues to explore partnerships

KitKat gets personal

KitKat, Ferrero and Cadbury look to pop-ups

Kinder invests in its numerous sub-ranges

TV, digital and direct mail gain share of spend

Nielsen Ad Intel coverage

Brand Research

Cadbury Dairy Milk excels on trust and tradition

Maltesers stands out as fun and vibrant

Green & Black's is deemed most exclusive and ethical

Brand map

Figure 31: Attitudes towards and usage of selected brands, February 2017

Key brand metrics

Figure 32: Key metrics for selected brands, February 2017

Cadbury Dairy Milk enjoys strongest quality image

Figure 33: Attitudes, by brand, February 2017

Green & Black's has the most exclusive image

Figure 34: Brand personality – Macro image, February 2017

Ferrero Rocher has the strongest association with indulgence

Figure 35: Brand personality – Micro image, February 2017

Brand analysis

Maltesers is perceived as most fun and accessible

Figure 36: User profile of Maltesers, February 2017

Cadbury Dairy Milk seen as the most trusted brand

Figure 37: User profile of Cadbury Dairy Milk, February 2017

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Green & Black's is most widely seen as worth paying more for and ethical

Figure 38: User profile of Green & Black's, February 2017

Ferrero Rocher enjoys strongest image as special and indulgent

Figure 39: User profile of Ferrero Rocher, February 2017

Mars stands out for higher usage among men than women

Figure 40: User profile of Mars, February 2017

Quality Street's seasonal links appear to limit usage

Figure 41: User profile of Quality Street, February 2017

16-34-year-olds are the biggest fans of Milkybar

Figure 42: User profile of Milkybar, February 2017

The Consumer – What You Need to Know

Chocolate continues to appeal to the masses

Chocolate bars and blocks remain top choices

Six in 10 users limit the amount of chocolate they eat

Healthier snacks are a minority choice

Reduced sugar variants divide opinions

Two in five open to smaller packs to curb sugar, but transparency is key

Two in five would prefer price rises to "shrinkflation"

All-natural ingredients appeal to nearly two in five

Milk chocolate remains nation's favourite

Frequency of Eating Chocolate and Types Eaten

More than half of adults still eat chocolate more than once a week

Figure 43: Frequency of eating chocolate in the last three months, February 2016 and February 2017

The young and women are core users

More people are eating boxed chocolates than before

Figure 44: Types of chocolate confectionery eaten in the last three months, February 2016 and February 2017

Behaviours Related to Chocolate

Consumers prefer to limit chocolate intake rather than eat healthier types

Figure 45: Behaviours related to chocolate, February 2017

Healthier chocolates do best among 16-34s

Healthier snacks are a minority choice

Portion-control formats have limited appeal

Half of 16-44s would like guidance on permissible intake

Attitudes towards Chocolate

Sugar reduction sparks doubts among many

Figure 46: Attitudes towards chocolate, February 2017

Two in five open to smaller packs to curb sugar

Two in five would prefer price rises to "shrinkflation"

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Nostalgia can be a powerful driving force

Few chocolate users pay attention to details of ethical schemes

Product Enticements

All-natural ingredients appeal to nearly two in five

Figure 47: Interest in selected chocolate formats and formulations, February 2017

35% interested in low sugar, 27% in sugar alternatives

One in four drawn to thinner formats

Chocolate Bar Preferences

Milk chocolate remains nation's favourite

Dark chocolate enjoys strongest following among over-55s

Figure 48: Type of chocolate preferred for a chocolate bar, February 2017

Fillings and all-natural ingredients are top choices

Figure 49: Properties most important in a chocolate bar, February 2017

Unusual flavours spark minority interest

Ethical and premium ingredients lag behind

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Figure 50: Best- and worst-case forecast of total UK retail value sales of chocolate*, 2016-21

Figure 51: Best- and worst-case forecast of total UK retail value sales of chocolate confectionery, 2016-21

Figure 52: Best- and worst-case forecast of total UK retail value sales of chocolate assortments, 2016-21

Figure 53: Best- and worst-case forecast of total UK retail volume sales of chocolate*, 2016-21

Figure 54: Best- and worst-case forecast of total UK retail volume sales of chocolate confectionery, 2016-21

Figure 55: Best- and worst-case forecast of total UK retail volume sales of chocolate assortments, 2016-21

Forecast methodology

Appendix – Market Share

Figure 56: Leading manufacturers' sales in the UK chocolate confectionery market, by value and volume, 2015 and 2016

Figure 57: Leading manufacturers' sales in the UK chocolate assortments market, by value and volume, 2015 and 2016

Appendix – Launch Activity and Innovation

Figure 58: New product launches in the UK chocolate confectionery market, by claim, 2012-16

Figure 59: New product launches in the UK chocolate confectionery market, by flavour (incl. blend), 2012-16

Figure 60: New product launches in the UK chocolate confectionery market, by flavour sub-group (incl. blend), 2012-16

Figure 61: New product launches in the UK chocolate confectionery market share, by allergen claim, 2013-16

Figure 62: New product launches in the UK chocolate confectionery market, share by launch type, 2013-16

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