

Chocolate Confectionery - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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



Dollar sales of chocolate confectionery continue to grow at a modest pace, driven by the nearly universal penetration and the belief that chocolate is a permissible indulgence.

While purchasers are creatures of habit when choosing chocolate, they are also open to new flavors and varieties and willing to pay more for premium quality. There are also opportunities for chocolate products promising functional health benefits.

This report looks at the following areas:

- Modest, mostly steady growth for chocolate confectionery
- Overall purchase of chocolate nearly universal
- Purchasers tend to stay with familiar types

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@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 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Modest, mostly steady growth for chocolate confectionery

Figure 1: Total US retail sales and fan chart forecast of chocolate confectionery, at current prices, 2012-2022

Overall purchase of chocolate nearly universal

Figure 2: Chocolate purchases, February 2018

Purchasers tend to stay with familiar types

Figure 3: Chocolate behaviors, February 2018

The opportunities

Younger purchasers more likely to buy on impulse, look for new types

Figure 4: Chocolate behaviors, by age, February 2018

Mini-size form draws interest, could encourage munching, sharing

Figure 5: Interest in chocolate concepts, February 2018

Younger adults like the same types of chocolate they did as kids

Figure 6: Attitudes toward chocolate, by age, February 2018

What it means

The Market – What You Need to Know

Modest, mostly steady growth for chocolate confectionery

Boxes, bags, and bars account for two thirds of chocolate sales

Market Size and Forecast

Modest, mostly steady growth for chocolate confectionery

Figure 7: Total US retail sales and fan chart forecast of chocolate confectionery, at current prices, 2012-2022

Figure 8: Total US sales and forecast of chocolate confectionery, at current prices, 2012-22

Market Breakdown

Boxes, bags, and bars account for two thirds of chocolate sales

Figure 9: Share of chocolate confectionery, by segment, 2017

Seasonal chocolate small but gaining share

Figure 10: Sales of chocolate confectionery, by segment, 2012-17

Market Perspective

Other sweet, indulgent categories generate modest growth

Cookies

Ice cream

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Chocolate Confectionery - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Market Factors

Obesity epidemic may dampen chocolate consumption

Snacking continues to grow more prevalent

Figure 11: Snacking frequency, March 2017

Key Players – What You Need to Know

Seasonal themes, especially Halloween, continue to drive growth

M&M's accelerates growth with new varieties

Small premium bars from small companies a growing part of category

To re-energize segment, sugar-free chocolate leader reformulates with stevia

Reducing sugar through sugar innovation

Company Sales of Chocolate Confectionery

Hershey maintains lead in chocolate, launches indulgent new treats

Ferrero moves into top four with Nestlé confectionery acquisition

Company sales of chocolate confectionery

Figure 12: Multi-outlet sales of chocolate confectionery, by leading companies, rolling 52 weeks 2016 and 2017

What's Working?

Seasonal themes, especially Halloween, continue to drive growth

M&M's accelerates growth with new varieties

M&M's Caramel Chocolate

Hershey's Cookie Layer Crunch combines familiar tastes and textures

Small premium bars from small companies a growing part of category

What's Struggling?

To re-energize segment, sugar-free chocolate leader reformulates with stevia

What's Next?

Reducing sugar through sugar innovation

Functional chocolate confectionery

The Consumer – What You Need to Know

Overall purchase of chocolate nearly universal

Familiarity guides most chocolate purchases

Snacking most common of a variety of occasions

Purchasers tend to stay with familiar types, but often buy on impulse

Mini-size form draws interest, could encourage munching, sharing

Most okay with occasional indulgence

Chocolate Purchases

Overall purchase of chocolate nearly universal

Figure 13: Chocolate purchases, February 2018

Younger adults more likely to purchase most forms of chocolate

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Chocolate Confectionery - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 14: Chocolate purchases, by age, February 2018

Hispanic consumers more likely to purchase boxed chocolate

Figure 15: Chocolate purchases, by race/Hispanic origin, February 2018

Holiday themes especially motivating to Hispanic consumers

Figure 16: Chocolate packaging/branding/types purchased, by age, February 2018

Purchase Factors

Familiarity guides most chocolate purchases

Figure 17: Chocolate purchase factors, February 2018

Younger adults more likely to look for interesting, indulgent flavors

Figure 18: Chocolate purchase factors, by age, February 2018

Chocolate Occasions

Snacking most common of a variety of occasions

Figure 19: Chocolate occasions, February 2018

Younger adults more likely to give chocolate as a gift

Figure 20: Chocolate occasions, by age, February 2018

Chocolate Behaviors

Purchasers tend to stay with familiar types, but often buy on impulse

Figure 21: Chocolate behaviors, February 2018

Younger purchasers more likely to buy on impulse, look for new types

Figure 22: Chocolate behaviors, by age, February 2018

Interest in Chocolate Concepts

Mini-size form draws interest, could encourage munching, sharing

Figure 23: Interest in chocolate concepts, February 2018

Young adults more likely to report interest in flavor, ingredient concepts

Figure 24: Interest in chocolate concepts, by age, February 2018

Attitudes toward Chocolate

Most okay with occasional indulgence

Most see value in premium quality chocolate

Figure 25: Attitudes toward chocolate, February 2018

Younger adults like the same types of chocolate they did as kids

Older adults more likely to be concerned about sugar

Figure 26: Attitudes toward chocolate, by age, February 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Chocolate Confectionery - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 27: Total US retail sales and forecast of chocolate confectionery, at inflation-adjusted prices, 2012-22

Figure 28: Total US retail sales and forecast of box/bag/bar <3.5oz, at current prices, 2012-22

Figure 29: Total US retail sales and forecast of box/bag/bar >3.5oz, at current prices, 2012-22

Figure 30: Total US retail sales and forecast of snack size, at current prices, 2012-22

Figure 31: Total US retail sales and forecast of gift box, at current prices, 2012-22

Figure 32: Total US retail sales and forecast of seasonal chocolate, at current prices, 2012-22

Figure 33: Total US retail sales and forecast of sugar-free chocolate, at current prices, 2012-22

Figure 34: Multi-outlet sales of seasonal chocolate confectionery, by season, 2012-17

Figure 35: Total US retail sales of chocolate confectionery, by channel, at current prices, 2012-17

Appendix – Key Players

Figure 36: Multi-outlet sales of chocolate bars/bags/boxes <3.5oz, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 37: Multi-outlet sales of chocolate bars/bags/boxes >3.5oz, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 38: Multi-outlet sales of snack size chocolate, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 39: Multi-outlet sales of gift box chocolate, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 40: Multi-outlet sales of seasonal chocolate, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 41: Multi-outlet sales of sugar-free chocolate, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 42: Chocolate launches, by leading claims, 2012-17

Figure 43: Chocolate launches, by launch type, 2012-17

Figure 44: Chocolate launches, by leading flavor components, 2012-17

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com