

# Chocolate Confectionery: Incl Impact of COVID-19 - US - May 2020

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## This report looks at the following areas:

While the COVID-19 pandemic will be a good reminder that little hits the spot in the way chocolate does, the category will need to brace for a return to normalcy, redoubling efforts to provide enjoyment, and provide options for responsible snacking.

- The impact of COVID-19 on consumer behavior and the chocolate confectionery market.
- The issues to keep in mind in the event of a longer-term recession.
- The important role sugar reduction will have on the category moving forward.
- Perceptions of chocolate confectionery and how it is/is not meeting the needs of snackers.



“Chocolate confectionery is a mature category that’s seeing some of its strong grip on the hearts of consumers loosen. As other snack categories make a play for indulgence, and offer BFY positioning, consumers are playing the field.”

– Beth Bloom, Associate Director, US Food and Drink reports

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- **Health driven by healthy mix-ins and diet tie-ins, hampered by price**

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