

# Chocolate Confectionery - UK - April 2010

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## What is this report about?

The demand for treats and the need for products that help consumers unwind have enabled the chocolate confectionery market to grow sales as consumers face the realities of the economic downturn.

Between 2007 and 2009, value sales of chocolate confectionery grew by 11.7% to reach £2.3 billion, however, much of this growth was driven by rising cocoa prices, as cocoa farmers struggled to keep up with increased demand from emerging markets, as well as manufacturers switching their supply of cocoa in favour of fair trade. Therefore, in real terms with the effects of inflation taken into account the chocolate confectionery market decreased by 2.9% between 2007 and 2009.

## What have we found out?

- Top snack choice for consumers and bought as a personal treat by almost half the population, the chocolate bar market has benefited from increased snacking on-the-go.
- Ethical considerations have increased in prominence in new product launches for chocolate confectionery in 2009 compared to 2007, although 7% of consumers say they don't trust fair-trade products.
- Parents continue to maintain control over the purchase of chocolate confectionery for their children: only a third of children aged 7-16 years are buying chocolate confectionery themselves.
- Four million, mostly more affluent middle-class consumers, actively avoid buying chocolate confectionery for their children.
- Consumers are 'creatures of habit' when buying chocolate confectionery - only a tenth are adventurous enough to be trying new chocolate flavours or formats.
- Almost two fifths of consumers are buying less chocolate confectionery for health reasons, opening up opportunities for a wider range of lower fat/calorie options.

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