Chocolate Confectionery - Brazil - April 2012

Introduction

"The market's reliance on global cocoa supplies leaves it susceptible to price fluctuations and inflation, but despite that, the market is forecast to continue growing. Investment in distribution, supply and innovation is geared to not only grow the consumer base, but also increase frequency of use amongst occasional users."

- Jean Manuel Goncalves, Senior Food Analyst

In this report we answer the key questions:

- **What the impact of the disruption to the global cocoa supply was in 2011, and what it means for the market in the years to come?**
- **How the Specialist retailers are expanding their presence in the market, and where their best opportunities lie?**
- **How distribution challenges are creating innovative routes to market, and how that will affect consumer's relationship with chocolate?**
- **What impact Sustainability will have on the market, and how manufacturers can exploit consumer interest in more sustainable products?**
- **What impact are healthier products having on the market, and will this change?**

The report is split into five sections and an Appendix. The Appendix has the full market size, segmentation, share data, all consumer data tables (including demographics), brand and company product data, all global new product data used in the report, macroeconomic and country data. The five sections tackle the major issues that are challenging and impacting the market, and assess how the market will evolve over the next five years.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

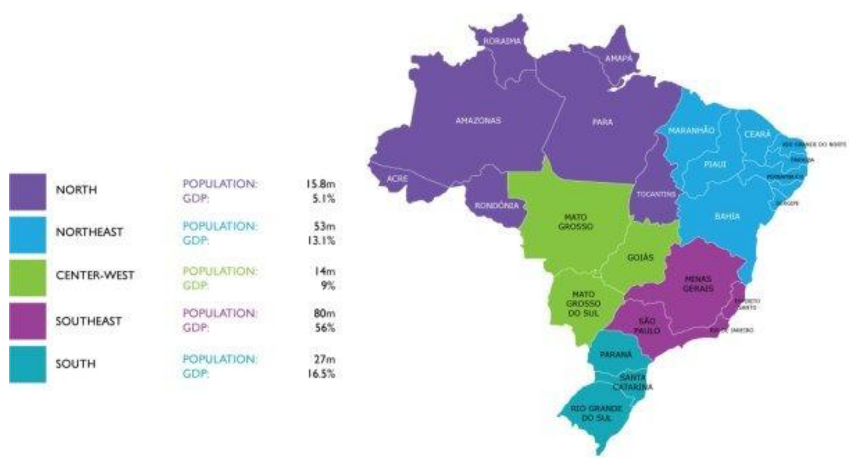
Chocolate Confectionery - Brazil - April 2012

Introduction

This market includes tablets, boxed chocolate, individually wrapped chocolate, snacks, candy bars, bagged selflines, small eggs and other formats of chocolates
It does not include seasonal chocolates.

Market size is based on retail sales only. Industrial use of chocolate is not included.

Included in the analysis is consumer research conducted by APPM over the telephone, surveying a representative sample of 1,300 consumers from all regions, income groups and ages. The five regions covered are detailed in the following map, and the definitions of social groups A-E are based on an estimate of individuals' and urban families' purchase power and education levels.



Innovation – there are a number of references to new product launches, and launch activity in general. All data and all images of products come from Mintel's Global New Products Database (GNPD).

Chocolate Confectionery - Brazil - April 2012

Contents

Chocolate Confectionery - Brazil - April 2012

Contents

Chocolate Confectionery - Brazil - April 2012

Contents

Chocolate Confectionery - Brazil - April 2012

Contents

Chocolate Confectionery - Brazil - April 2012

Contents