

## Chocolate Confectionary - Brazil - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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“Declining volume sales show the need for brands to innovate to encourage consumers. Messages should focus on trying new products, flavors, and formats. They could have the “treat” factor attached to them, as many people eat chocolate to treat themselves. Keeping prices low should also be a priority for brands.”

– **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

- Addressing health concerns with portion control and innovation
- How innovation in flavor can drive consumption

### Products covered in this Report

This Report examines the Brazil retail market for chocolate confectionery. The market size includes sales through all retail channels including direct to consumer. Mintel defines the market as comprising packaged chocolate confectionery products, including the following segments:

- **Block chocolate:** also referred to as tablet chocolate. Molded blocks of chocolate that are broken into chunks to eat and are generally regarded as indulgence items.
- **Non-individually wrapped pieces.** Bite-size chocolate products which are sold in a sharing bag or pouch, such as M&Ms.
- **Chocolate-filled bars** are chocolate bars that are eaten whole (as opposed to being broken into chunks), often contain a filling, such as Charge.
- **Chocolate confectionery variety packs:** Packs containing assorted chocolate items/brands, such as Especialidades Nestlé. Also referred to as individually wrapped pieces.
- **Seasonal chocolate:** This includes products which are available only at certain times of year such as Easter eggs, Christmas-themed products.

### Excluded

The following are excluded from the market size:

- Unwrapped chocolate
- Cookies
- Cakes
- Marshmallows
- Alfajores (two round cookies with different sweet fillings between them)
- Cocoa powder and chocolate drinks

Products excluded from the market size are selectively commented on in other sections of the report.

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### DID YOU KNOW?

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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