

Chocolate Confectionery - UK - May 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Premiumisation remains a strong trend in the chocolate market. As references to provenance have become prevalent in premium chocolate, going a step further and educating consumers on how the taste of the chocolate is influenced by the origin of the cocoa beans, could help brands connect with consumers on a connoisseur level.”

– **Anita Winther, Research Analyst**

This report looks at the following areas:

- **Tapping into the connoisseur spirit can build engagement**
- **Recommendations for pairing chocolate with drinks can unlock new and engaging usage occasions**
- **Scope for chocolate to capitalise on the strong appeal of energy-boosting ingredients**

Volumes sales of chocolate have stagnated, posting mere 1% growth over 2012-17, with shrinking pack sizes and the premiumisation trend both having dampened the volume performance. However, that volumes have remained stable in the midst of the sugar debate is nonetheless a victory for the category. Chocolate value sales, supported by inflation, rose by an estimated 11% over 2012-17

Work towards reaching PHE’s 20% sugar reduction target by 2020 is a priority for the category to deflect calls for more severe measures such as bans on promotions or a sugar tax. While tailoring portion sizes remains the most relevant tool for chocolate, interest in chocolate with sugar-free plant-based sweeteners suggests this as a promising means for companies to reformulate towards sugar reduction targets, avoiding consumers’ ingrained suspicions of artificial sweeteners.

Meanwhile, while it is almost ubiquitous for premium chocolate products to spotlight the origin of the cocoa beans, there is scope to tapping people’s connoisseur interest in how this affects the taste of the chocolate to stand out in the premium chocolate market and heighten engagement with users.

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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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- Chocolate has a more functional role in the morning and afternoon
- Ingredients are key indicator of premium qualities
- One in three associates high cocoa content with premium
- Chocolate with energy-boosting ingredients appeals to a fifth of users
- Chocolate with plant-based sweeteners appeals most to older people
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