

# Chocolate Confectionery - UK - 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The impact of COVID-19 on the chocolate category.
- Consumers' attitudes towards sugar and health-led reformulations in chocolate.
- Buying factors for chocolate and how these vary depending on whether people are buying for themselves or as a gift.
- The influence of price and promotions in the chocolate category and potential impact of the HFSS regulations.
- Recent trends in launch activity within the chocolate category and opportunities for further innovation.

Proving how positive nutritional benefits can appeal even for indulgent products, 60% of eaters/buyers are interested in trying chocolate with added vitamins/minerals. This appears underexplored given the consumer interest, with vitamin/mineral fortified claims featuring on less than 1% of chocolate launches in 2020. This approach of attaching positive health and nutrition claims to less healthy products, does, however, bring risks of controversy.

The COVID-19 outbreak boosted overall retail volume sales of chocolate by driving up rates of at-home snacking, especially emotion-led snacking. However, the loss of sales in the seasonal and chocolate assortments segments plus the shift from higher-priced impulse formats to larger formats drove down average prices within the category.

The Government's anti-obesity drive, seen for example in the regulations on advertising and promotions of HFSS foods, plus consumers' increased health consciousness, pose a threat to chocolate volume sales. Some 35% of eaters/buyers report being more concerned with the health issues surrounding chocolate compared with 12 months ago. However, reformulations run the risk of alienating consumers; a recipe change to reduce sugar would cause 44% of category users/buyers to stop buying a favourite product.



"The government's anti-obesity drive and consumers' heightened health concerns, stoked by the pandemic, put pressure on the chocolate category to cut sugar. However, reformulations run the risk of deterring consumers."

– Alice Baker, Senior Research Analyst

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Products that deliver a significant sugar reduction while offering aspects that appeal in and of themselves, such as substituting milk chocolate with dark chocolate or making up some of the product weight with nuts, warrant further exploration. This should appeal to shoppers seeking out lower sugar products while avoiding raising concerns that they compromise on chocolate's treat aspects.

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- **Less than half of chocolate buyers are brand loyal**
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