

Chocolate and Non-Chocolate Confectionary - Canada - 2022

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This report looks at the following areas:

- The impact of inflation and rising food prices on perceived purchase behaviours related to confections.
- What types of chocolate and candy are Canadians more likely to eat, and what are they eating more or less of and why.
- At which occasions do Canadians turn to confections, and in their estimation, how often.
- What options are of greater and lesser interest to consumers when it comes to confections?

Chocolate and candy are deeply engrained in Canada's food landscape. This is both a benefit and a detriment for the industry. Canadians turn to confections to satisfy cravings, a need that will most certainly never dissipate. That said, an equal number of consumers in Canada state that they are eating more chocolate and less chocolate compared to last year, with more Canadians claiming to be eating less non-chocolate candy than more candy over the same time frame. The main reason for eating less chocolate/candy relates back to health (specifically, eating less sugar). This, of course, is in the context of inherently indulgent categories. The push/pull in this regard is how to overcome or at least address consumers' concerns relating to sugar and be true to what chocolate/candy is: an indulgent treat. This Report explores what Canadian consumers look for when it comes to chocolate and candy, which occasions they are most likely to turn to these categories, as well as attitudes related to wellbeing, the post-pandemic environment and value in the context of a high-inflationary environment (among other topics). As always, a demographic breakdown of consumer responses is included where applicable, with examples being age, parental status and background.



"Chocolate and non-chocolate candy remain immensely popular with Canadians, although according to consumer feedback, forward-looking growth appears challenged. The question this invites is, what can the confections industry do to support growth?"

– Joel Gregoire, Associate Director for Food & Drink

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