

Chocolate Confectionery - UK - 2022

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Performance of the market following the easing of COVID-19 restrictions and expected impact on sales of the rising cost of living/inflation.
- Frequency of eating chocolate, types eaten, and where and when it is eaten.
- Enticements to buying a new chocolate product.
- New launch activity in chocolate.
- Attitudes towards selected brands.
- Behaviours and attitudes related to eating and buying chocolate.

Some 66% of eaters and buyers of chocolate buy it as a planned part of their grocery shopping. This offers yet further evidence of the prevalence of the mindset that treats are permissible in moderation. It also offers good news for brands amidst upcoming HFSS restrictions on product location, these being set to reduce visibility in-store and hence the opportunities to prompt impulse purchases.

Chocolate should be in a good position compared to many other discretionary items to weather the cost-of-living crisis given that 81% of people who eat and buy chocolate think that it is an affordable treat. The cost-of-living crisis is likely to mean some people limiting their leisure outings, supporting evenings in, which chocolate is a firm favourite for, as seen during the COVID-19 pandemic.

Despite its affordable image, chocolate isn't immune to shoppers scrutinising their spending. 71% of people who eat and buy chocolate think shopping more at discount stores is a good way to save money on this treat, underlining the growing importance of discounters and highlighting the need for brands to assess the importance of a strong presence there.

New flavours are by far the most likely facet of NPD to encourage consumers to buy a new chocolate product (51%). Brands continuing to launch new flavours is therefore highly warranted, especially given that 44% of buyers and eaters of



“Growth in volume sales of chocolate will be dampened by a combination of the income squeeze, HFSS restrictions and consumers’ focus on moderation. Evenings in and gifting will support sales during the cost-of-living crisis, given that eight in 10 eaters and buyers of chocolate think it is an affordable treat.”

– Richard Caines, Senior Food & Drink Analyst

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chocolate agree that a chocolate brand that regularly brings out new flavours is more appealing than one that does not.



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