

Chocolate Confectionery - US - 2022

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This report looks at the following areas:

- Chocolate purchases (format, type, season)
- Household chocolate recipients
- Influences on change in chocolate consumption
- Associations with purchase location
- Factors important to chocolate purchase
- Frequency of chocolate use for occasions

Chocolate is a classic, accessible and convenient option for consumers looking to treat themselves – 15% of consumers use chocolate daily to do just that. While the pandemic may have contributed to increases in consumption, these habits have largely stuck, indicating that the real opportunity is increasing occasions that consumer reach for chocolate. Increased opportunity to treat at home coupled with an increased need to reduce stress with small moments of indulgence were a winning pair and will continue to be for brands able to shift messaging away from guilt and more toward an anytime indulgence.

Evolving views of overall wellness and the importance of balance is additional good news for the market, as it will further inspire incorporation of chocolate into consumers' self-care routines. Highlight the inherent role that chocolate plays as a source of joy that has carried consumers through stressful times and will continue to do so moving forward.

While wellness does matter, there are important differences between "health" and the wellness category. Namely, the quest for sugar reduction does not exclude the chocolate market; for the majority however, their chocolate consumption remains relatively unchanged by sugar concerns. The consumer base for low/no sugar is niche, along with those who look for BFY attributes in their chocolate. Brands in the BFY space, whether specializing or adding to existing product lines, will need to find the balance of BFY additions or subtractions while still maintaining the indulgence factors that consumers seek.



"Chocolate confectionery's best assets have shone in recent years, further solidifying an already strong role as a versatile, indulgent, satisfying and convenient treat and snack."

- Kelsey Olsen, Consumer Insights Analyst

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Inflation will impact categories across the board, including chocolate. However, as a product that is relatively affordable in most formats, chocolate may benefit from prices rising. As consumers turn away from foodservice and other higher priced goods and services that previously filled the role for treating, chocolate is well positioned to step in and make consumers' days a little sweeter.



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