

# Chocolate Confectionery - Brazil - 2022

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## This report looks at the following areas:

- What types of chocolates are most consumed, and what is the frequency of consumption?
- How does indulgence drive chocolate consumption? When do consumers turn to indulgent products? What do they expect from indulgent products?
- What are the most important factors in choosing chocolates? What is the weight of the brand in the choice? Are consumers loyal to a type of chocolate? Do they seek innovations in the category?
- How has the economic crisis impacted the purchase and consumption of chocolates?
- Which attributes are associated with different types of chocolate? Which types of chocolate do consumers have an interest in trying? Which types of chocolate are consumers willing to pay more for?

Consumers have changed their chocolate consumption habits due to high inflation. Migrating to cheaper brands and reducing consumption frequency are the main moves toward saving money. However, the strong relationship between chocolate consumption and pleasure and satisfaction is an important driver and continues to boost sales during the crisis.



“Although consumers are on a tight budget, chocolate consumption brings them relaxation, reward and pleasant moments, which encourages them to consume chocolates, even if from cheaper brands or less frequently.”

– Laura Menegon – Food and Drink Analyst, Latam

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### PERCEPTION ABOUT CHOCOLATE

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