

Chocolate Confectionery - UK - April 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Using more unusual flavour combinations in bars may appeal to the 28% of users who like trying chocolate with exciting flavours. Chilli flavours are now fairly commonplace in premium block and boxed chocolates and could add an exciting twist to bars, as could a hint of sea salt in a caramel centre."

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- Which NPD areas offer most potential in chocolate bars?
- How can manufacturers benefit from the growing over-65s population?
- To what extent do consumers believe ethically sourced chocolate is worth a price premium?
- How much of a deterrent is price inflation to demand?

Britain's partiality to chocolate is indisputable as 94% of consumers bought chocolate confectionery in 2012 and 95% ate it, with filled bars and block chocolate the two most typically eaten types.

However, underlying growth in the market has struggled. Price hikes, forced through from rising ingredient prices, have pushed up total value sales by 14.1% between 2007 and 2012, with volume sales falling by 3.5% over the period.

This report examines the UK retail market for chocolate confectionery. The market size includes sales through all retail channels including direct to consumer

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market