Chocolate Confectionery - UK - May 2019

Report Price: £1995.00 | $2693.85 | €2245.17

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

"Consumers' preference for 'less but better' chocolate puts manufacturers in a difficult situation when it comes to making these treats healthier. The market is under pressure from the government, which is calling on treat categories to reduce sugar and calories."
– Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

At the same time, most consumers are saying they do not want reduced sugar varieties. However, this mindset also opens up opportunities for premiumisation.

- **Manufacturers face opposing demands regarding sugar reduction**
- **'Less but better' trend is driving premiumisation in chocolate**
- **Ethical/environmental issues spark mixed reactions**

DID YOU KNOW?

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

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