

Chocolate Confectionery: Incl Impact of COVID-19 - Brazil - August 2020

Report Price: £3265 | \$4495 | €3940

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

This report looks at the following areas:

- How the COVID-19 pandemic is affecting the chocolate category
- The impacts of COVID-19 on consumer behavior and chocolate consumption
- Chocolate consumption: types, frequency and consumption occasions
- Purchase venues and reasons to buy chocolate in chocolate shops

Mintel forecasts that Brazil's chocolate market will contract 5.7% in value and 6.8% in volume in 2020 compared to the previous year. The figures reflect the consumption changes occurred during the COVID-19 pandemic, the impact of social isolation on seasonal products, especially at Easter, and the reduction of purchasing power due to the economic recession. According to the IBGE, the number of unemployed people in Brazil reached 12.7 million in the second quarter of 2020. The sum, however, may be higher, since the methodology does not include those who are not actively looking for work, perhaps because they worry about being exposed to the coronavirus or because they are receiving the emergency aid.

After the pandemic, financial difficulties should drive consumers toward more affordable products. On the other hand, consumers with a better financial condition will look for premium chocolates that provide health benefits.



"In terms of chocolate consumption, the COVID-19 pandemic has encouraged conflicting behaviors. While some consumers have eaten more chocolate due to its positive effects on mental health, others have reduced consumption to avoid its negative impacts on physical health (eg weight gain)."

– Laura Menegon, Food and Drinks Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £3265 | \$4495 | €3940

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

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition

EXECUTIVE SUMMARY

- Overview
- The impact of COVID-19 on chocolate
 - Figure 1: Expected impact of COVID-19 on food and chocolate, in the short, medium and longer term, October 2020
- The impact so far
 - Figure 2: Linea Alimentos' Easter egg donation
 - Figure 3: Lacta has partnered with Uber Eats and Lojas Americanas to sell Easter eggs
- Short and medium term (2 years)
- Long term (2-5 years)
- Challenges
- Limitations imposed by Anvisa challenge the category to offer healthier chocolates without losing the indulgent appeal
- High dollar and minimum price for buying cocoa push chocolate prices up
- Lack of affordable sugar-free options limits chocolate consumption among DE consumers
- Opportunities
- Chocolates with a high cocoa content have space to associate their image with healthiness
- Texture, visual and flavor are ways to bring innovation to the sector
- New dates and approaches can be explored to boost sales
- What we think

MARKET DRIVERS

- Anvisa wants to ban hydrogenated fat by 2030
- New patents bring major transformations to the sector
 - Figure 4: KitKat Chocolatory Cacao Fruit Chocolate is developed with new Nestlé patent
- Ivory Coast and Ghana unite to impose a minimum cocoa price
- Worsening economic indicators lead to more rational purchasing decisions

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3265 | \$4495 | €3940

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

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Nestlé leads the chocolate market in Brazil
- On Valentine’s Day, Bis focuses on singles
- ‘Chunky’ chocolates stand out and can bring innovation to the tablet segment
- Cadbury uses gamification concept in egg hunt campaign for Crème Eggs

MARKET SHARE

- Nestlé leads the chocolate market in Brazil
Figure 5: Leading companies’ retail sales share, by value – Brazil, 2018-19
Figure 6: Leading companies’ retail sales share, by volume – Brazil, 2018-19

MARKETING CAMPAIGNS

- As the pandemic affects Easter sales, brands make chocolate donation actions
Figure 7: Outback donates Easter eggs to local markets
Figure 8: Hershey’s Heroes campaign
Figure 9: Brasil Cacau campaign
- Hershey’s turns chocolate bars into advertising platforms for female artists
Figure 10: Hershey’s HerShe campaign
- On Valentine’s Day, Bis focuses on singles
Figure 11: Bis’ campaign
- Garoto launches vegan versions of its Talento chocolate
- Nestlé invests in chocolates with higher added value
Figure 12: Nestlé launches with high cocoa content

WHO’S INNOVATING?

- Sustainability appeal should grow in Brazil to meet Generation Z demand
Figure 13: Percentage of chocolate launches, by sustainable positioning – top five countries, 2017-19
- “Chunky” chocolates stand out and can bring innovation to the tablet segment
Figure 14: Percentage of chocolate launches with “chunky” texture – worldwide, August 2017-July 2020

CASE STUDIES

- Cadbury uses gamification concept in egg hunt campaign for Crème Eggs

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3265 | \$4495 | €3940

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

Figure 15: Cadbury Creme Egg's "It's Hunting Season" campaign

- **Salty chocolate snacks launched by Hershey's have good market acceptance**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Emotional health benefits may stimulate chocolate consumption during the pandemic**
- **Supermarkets remain the main channel for buying chocolate during the pandemic**
- **Ruby chocolate can be used in different desserts to attract young consumers**
- **Companies have space to explore terms like flavonoids and antioxidants in chocolates**
- **One in four Brazilians with children at home have allowed their kids to eat more chocolate**

CHOCOLATE CONSUMPTION TYPE, FREQUENCY AND OCCASION

- **Emotional health benefits may stimulate chocolate consumption during the pandemic**

Figure 16: Chocolate consumption frequency – Brazil, May 2020

- **Self-compensation can be a motto for positioning higher added value chocolates to Generation Z**

Figure 17: Chocolate consumption frequency, by generation – Brazil, May 2020

Figure 18: Meu Bolo's combo

Figure 19: Giftable box of chocolates for Galentine's Day

- **Chocolates that provide a good night's sleep can boost consumption among those who work**

Figure 20: Consumption occasion – Brazil, May 2020

PURCHASE VENUE AND REASONS TO BUY FROM CHOCOLATE SHOPS

- **Supermarkets remain the main channel for buying chocolate during the pandemic**

Figure 21: Purchasing venue – Brazil, May 2020

Figure 22: Sales via WhatsApp from Copenhagen

Figure 23: Dengo Chocolates' live shop

- **Chocolate stores can resume sales with loyalty actions among former customers**

Figure 24: Purchase venue, by chocolate consumption – Brazil, May 2020

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

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

- **On-demand sales can be a way to offer a wider variety of formats**

Figure 25: Reasons to buy from chocolate shops, TURF analysis – Brazil, May 2020

INTEREST IN INNOVATION

- **Contact-free chocolate customization is on the rise**

Figure 26: Interest in innovation – Brazil, May 2020

Figure 27: Nestlé automated kiosk

Figure 28: Barry Callebaut's Mona Lisa 3D Studio

- **Ruby chocolate can be used in different desserts to attract young consumers**

Figure 29: Interest in innovation, by age group – Brazil, May 2020

Figure 30: Brownie made with ruby chocolate

- **Chocolates with higher cocoa content have the potential to grow among AB consumers by highlighting healthy attributes**

Figure 31: Interest in innovation, by socioeconomic group – Brazil, May 2020

HEALTH AND CHOCOLATE CONSUMPTION

- **Companies have space to explore terms like flavonoids and antioxidants in chocolates**

Figure 32: Health and chocolate consumption – Brazil, May 2020

- **Sugar content is a barrier to chocolate consumption among DE consumers**

Figure 33: Health and chocolate consumption, by socioeconomic group – Brazil, May 2020

- **Restaurants' delivery menu may include chocolate dessert options for couples**

Figure 34: Health and chocolate consumption, by relationship status – Brazil, May 2020

CHOCOLATE CONSUMPTION DURING COVID-19

- **Trying to stay fit is a reason why Brazilians have eaten less chocolate during the pandemic**

Figure 35: Chocolate consumption during COVID-19 – Brazil, May 2020

- **One in four Brazilians with children at home have allowed their kids to eat more chocolate**
- **Brands can encourage students to use chocolate in recipes**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Chocolate Confectionery: Incl Impact of COVID-19 - Brazil - August 2020

Report Price: £3265 | \$4495 | €3940

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



Figure 36: Chocolate consumption during COVID-19, by studying status – Brazil, May 2020

Figure 37: #FizComOreo campaign

APPENDIX – ABBREVIATIONS

- **Abbreviations**

APPENDIX – MARKET SIZE AND MARKET SHARE

- **Market size**

Figure 38: Retail sales of chocolate, by value – Brazil, 2014-20

Figure 39: Retail sales of chocolate, by volume – Brazil, 2014-20

- **Market share**

Figure 40: Leading companies' retail sales share, by value – Brazil, 2018-19

Figure 41: Leading companies' retail sales share, by volume – Brazil, 2018-19

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.