

Chocolate Confectionery - UK - May 2015

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"While low/no/reduced sugar chocolate innovation in the UK is still very much a niche area, there are tentative signs that operators are placing a greater focus on it. Chocolate products with a low/no/reduced sugar claim grew from 1% of new launches in 2012 to 4% in 2014."

– Douglas Faughnan, Senior Food and Drink Analyst

This report looks at the following areas:

- Sugar cuts and portion control can help chocolate combat health concerns
- Premiumisation holds potential for mass-market brands
- Point of sale holds much sway in chocolate choices

Chocolate remains an ingrained part of Britons' diets, eaten by nine in 10 people, with 30% of people eating it at least four times a week. However, the market lost momentum in 2013 as sales in the chocolate confectionery segment fell, the modest growth in assortments failing to offset this.

The negative publicity surrounding sugar played a role here, with 28% of people who eat chocolate reporting to limit the amount they eat due to the high sugar content. However, the market was also hit by falling adspend and a slowing down in high-profile launches. Rising prices fuelled by the rising price of cocoa are also likely to have contributed to the volume decline.

The market should benefit to some extent from the expected rise in real incomes in 2015, the consumer research for this report suggesting marked scope for premiumisation. The openness among chocolate eaters towards low-sugar variants and portion control offers some good news as operators continue to face pressure to play their part in improving the nation's health.

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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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