Sweet Insights: Getting to Know Chocolate Consumers 2021

2020: A Strong Year for Chocolate*

| $15.2B | U.S. chocolate sales in 2020 |
| **+4.2%** | over 2019 |

Chocolate represents 58% of total confectionery spending in the U.S.

Chocolate Preferences*

| 37% | Milk |
| 30% | Like all three types equally |
| 27% | Dark |
| 5% | White |

However, premium (41%) and fine chocolate consumers (42%) lean more toward dark chocolate.

Chocolate Ingredients and Inclusions*

| 58% | Of all chocolate consumers say that almonds are their favorite inclusion, but there are differences between groups of chocolate consumers. |

Top 5 inclusions among mainstream consumers
1. Peanut/peanut butter
2. Caramel/toffee
3. Almonds
4. Mint
5. Coconut

Top 5 inclusions among premium consumers
1. Almonds
2. Caramel/toffee
3. Peanut/peanut butter
4. Hazelnut
5. Coconut

Top 5 inclusions among fine consumers
1. Almonds
2. Coconut
3. Fruits
4. Sea salt
5. Hazelnut

Cacao Percentage*

Cacao percentage matters most to consumers who mostly purchase premium chocolate (53%) and fine chocolate (67%).

Most consumers (24%) prefer a cacao percentage between 71% and 75%, followed by 66% to 70% (19%).

Gen Z shoppers lean toward lower percentages; Boomers skew toward higher cacao percentages.

Chocolate Purchases*

| 55% | Of all chocolate consumers buy most or all of their chocolate at their primary grocery store. |
| 1/3 | Of consumers say “mood” is the number one factor influencing chocolate purchases. |
| 40% | Of all chocolate consumers have purchased chocolate online. More than 70% of premium and fine chocolate consumers have shopped online for chocolate. |

Portion Guidance*

| 72% | Of chocolate consumers believe it is important for chocolate brands to offer portion size variety. |
| 70% | Of consumers say it’s easy to find calorie and nutrition information on chocolate packages; only 7% say it’s hard to find. |

*IRI, Total U.S. MULO+C, 52 weeks ending 12/27/2020
*National Confectioners Association, 2021

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