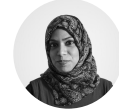


# A YEAR OF INNOVATION IN CHOCOLATE CONFECTIONERY, 2023

Private label launches have gained share in Europe, while clean label claims and better-for-you recipes are also flourishing.



Amrin Walji, Senior Innovation Analyst



# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in confectionery

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: private label chocolate launches take a bigger share of activity as the cost of living crisis hits

- Consumers expect to buy more private label groceries as food prices soar
- Branded options continue to dominate launches, but face increasing pressure from private labels
- Private label chocolate confectionery launches flag up value-for-money attributes

### Europe: flavour innovation is fairly static, despite consumer enthusiasm for new offerings

- New flavours are a big purchase driver for chocolate shoppers
- Flavour activity remains fairly static among European chocolate launches
  - Graph 1: chocolate confectionery launches, by share of top flavour profiles, 2021-22
- New chocolate launches take imaginative approaches to flavour innovation
- Brand renovation/innovation: Cadbury launches mystery flavour chocolate bars

## The Middle East & Africa (MEA)

- Localism inspires chocolate innovation in the Middle East

## ASIA PACIFIC (APAC)

### Asia: fruit flavours are widespread among chocolate confectionery launches

- Chinese consumers look for elevated indulgence in chocolate
- Seed & nut flavours are trending, while fruit & vegetable flavours remain steady among chocolate confectionery launches
  - Graph 2: chocolate confectionery launches, by share of flavour component, 2020-22
- Fruit-flavoured chocolate launches aim to give consumers a memorable taste experience
- Brand renovation/innovation: Oh! Fresh Power of Nature launches chocolate-coated fruit snacks using a freeze-drying technique

### Asia: chocolate with added health boosts appeal to consumers

- Indian consumers look for chocolate with health benefits
- Indian chocolate brands reduce the guilt factor by formulating with better-for-you ingredients

# A year of innovation in chocolate confectionery, 2023

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## Australia & New Zealand

- Ethical & environmental claims soar among chocolate confectionery launches in Australia and New Zealand

## THE AMERICAS

### North America: chocolate launches with clean label claims gain share as organic claims decline

- Despite consumers' wider focus on health, chocolate is a cherished mood-booster
- No additives and preservatives claims record a steady increase, while organic claims decline
  - Graph 3: chocolate confectionery launches, by share of select clean label claims, 2018-22
- Chocolate confectionery brands celebrate different aspects of clean label recipes
- Brand renovation/innovation: Alter Eco seeks to 'go beyond organic'

### North America: more seasonal chocolate launches celebrate their commitment to charitable causes

- Seasonal gifting occasions rebound in 2022 after the COVID-19-enforced hiatus
- Ethical – human claims soar among seasonal chocolate launches
  - Graph 4: seasonal chocolate confectionery launches, by share of 'ethical-human claims', 2018-22
- Seasonal chocolate products celebrate ethical – human initiatives on pack

### Latin America: brands are utilising social media to build a relationship with consumers

- Social media engagement in Latin America
  - Graph 5: chocolate confectionery launches, by share of social media claims, 2018-22
- More brands are adding social media information to packaging

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