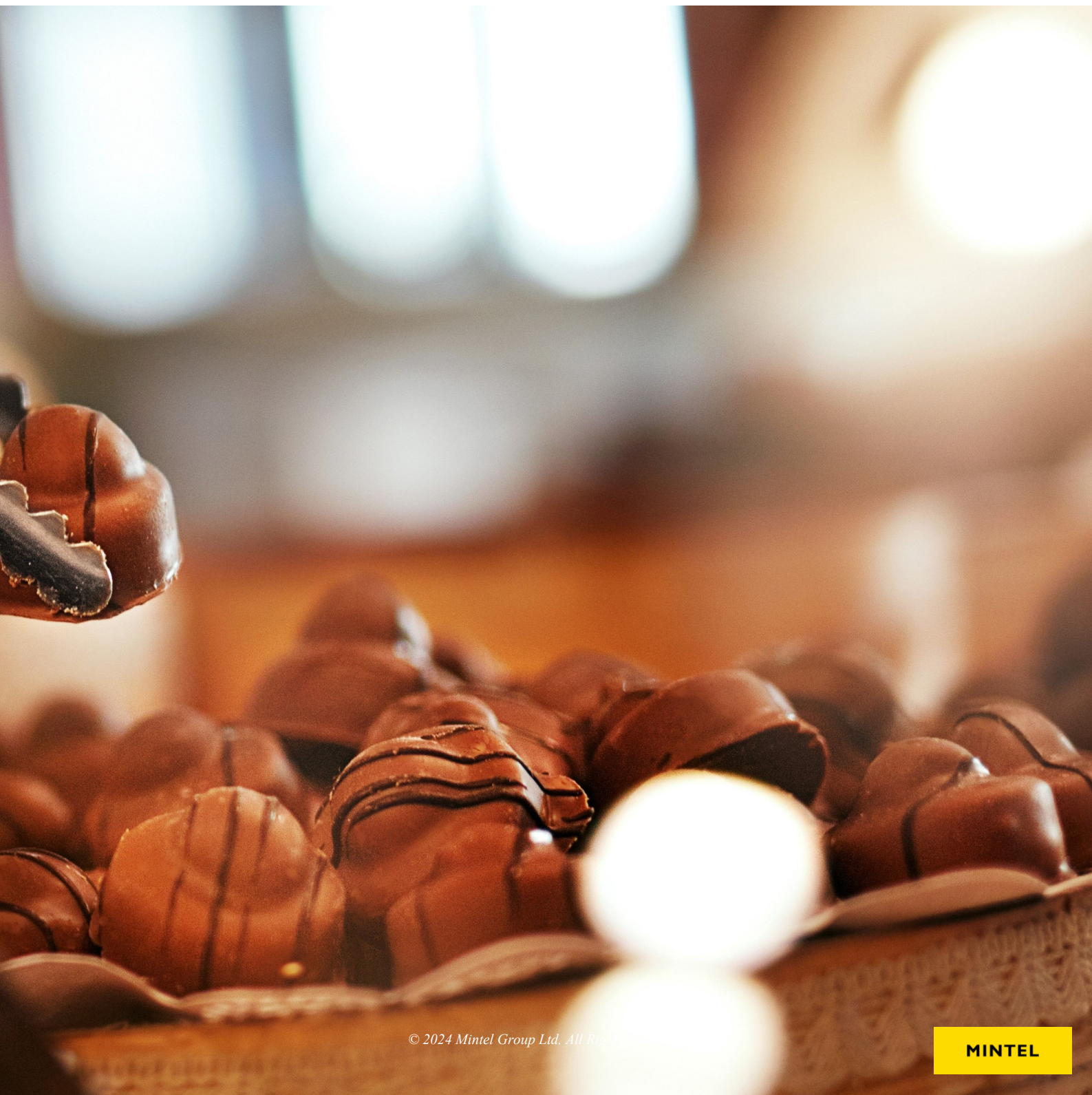


# CHOCOLATE CONFECTIONERY – GERMANY – 2023

Treat-sized bars and assortment packs are good ways to introduce new chocolate flavours and textures to keep consumers engaged with the category.



Valentin Thies, Associate Director, Food & Drink



# Chocolate Confectionery - Germany - 2023

## This report looks at the following areas:

- The impact of the economy on the chocolate confectionery category
- Consumption frequency of chocolate and most eaten types, with chocolate blocks and bars staying in the leading position
- Attributes that would prompt purchase of a newly launched product over another, such as a new flavour or reduced-sugar recipe
- Attitudes towards chocolate assortments, including good for sharing and gifting
- Behaviours regarding chocolate, such as trying new flavours, and response to having less money to spend
- Attitudes towards chocolate, including mood-boosting qualities
- Trends in launch activity and opportunities for further innovation



Treat-sized bars and assortment packs are good ways to introduce new chocolate flavours and textures to keep consumers engaged with the category.

## Overview

**Driven by the conflict in Ukraine, inflation rates in Germany are at an all-time high**, impacting people's spending power. Volume sales of chocolate confectionery fell in 2022 as consumers exercised portion control, for both **health reasons and financial concerns**.

Whether it is because of their **desire for a nostalgic experience** or a **mood booster**, consumers are driven to experiment with tastes and textures. **56%** of Germans who eat/buy chocolate agree that eating **chocolate is an affordable way to enhance one's mood**.

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Overall, **21% of chocolate eaters/buyers think lower-sugar chocolate tastes as good as standard versions**, with higher acceptance among over-55s. This age group is also most likely to be prompted to buy a newly launched product that has **reduced sugar content**. Given the greater interest in healthy eating, now could be a sensible time to innovate and **provide tangible sugar reduction in anticipation of stricter regulations**.

Vegan chocolate has become more common in the light of BFY trends and consumers' concerns around **sustainable sourcing** and **ethical concerns**. **22% of chocolate eaters/buyers** have started eating/eaten more vegan chocolate\*, **rising to 47% among 16-24 year olds**.

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# Report Content

## EXECUTIVE SUMMARY

### Key issues covered in this Report

- Overview
- The five year outlook for chocolate confectionery

### Market context

- The impact of the economy on the chocolate confectionery category
- Chocolate is a quintessential comfort food
  - Graph 1: consumption of chocolate confectionery 4-6 times a week or more, by age, 2022

### Mintel predicts

- Longer-term category growth is more positive
- Market size and forecast
- Chocolate confectionery will see a modest value growth of 15% over 2022-27
- 6% volume growth predicted over 2022-27

### Opportunities

- Opportunity for new chocolate types
- Opportunities for savoury flavours in chocolate confectionery
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- Respond to increased interest in sustainability
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- Inflation remains the key concern in 2023 for consumers, brands and the economy...
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# Chocolate Confectionery – Germany – 2023

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- The impact of the economy on the chocolate confectionery category
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- It's more important than ever to display diversity and inclusion in advertising

## MARKET SHARE

- Brands remain dominant, but PL could increase its share in 2023
- Ferrero remains the leading brand in the chocolate confectionery market in terms of value...
- ...and volume sales

## MARKET SIZE, SEGMENTATION AND FORECAST

- Chocolate confectionery struggles to grow in 2022-23
- Longer-term growth is more positive
- Chocolate confectionery will see a modest value growth of 15% over 2022-27
- 6% volume growth predicted over 2022-27

- Seasonals are the best performers
- Seasonals and countlines increase value sales in 2022
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## APPENDIX

### **Appendix – products covered, abbreviations, consumer research methodology and language usage**

- Products covered in this Report
- Abbreviations
- Consumer research methodology
- A note on language

### **Appendix – market size and central forecast methodology**

- Forecast methodology
- Forecast methodology – fan chart
- Market size – value
- Market size – volume
- Market forecast and prediction intervals – value
- Market forecast and prediction intervals – volume



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