

CHOCOLATE CONFECTIONERY – INDIAN CONSUMER – 2019

Balance portfolios with healthy functional chocolate and indulgent flavours. Explore more consumption occasions, like snacking and dessert.



Saptarshi Banerjee,
Senior Research Analyst –
Lifestyle, India



Report Content

- What you need to know

EXECUTIVE SUMMARY

- Tap into more occasions through a diverse portfolio
- Global retail market overview: chocolate, 2019
- India is poised for high growth despite low per capita consumption
 - Graph 1: Top six countries and India, per capita volume consumption of chocolate, 2019 (forecasted)
- India is moving towards smaller SKUs
 - Graph 2: Share of chocolate launches by sub-category, Aug 2016–Jul 2019
- Growing functional claims can help in differentiation
 - Graph 3: Top growing claims in chocolate confectionery, Aug 2016–Jun 2019
- Consumption of chocolates
 - Graph 4: Consumption of different chocolates, by frequency, May 2019
- Frequent consumers can be the key to growing the category
- Increase frequency of consumption through more occasions
- Address the taste-health paradox with a diverse portfolio
- What this means

KEY TRENDS

- What you need to know

Key drivers

- Government initiatives
- The rise of dark chocolate
- Dark chocolate launches in India
- 'Snackfection' can tap more occasions

Global trends and how they are playing out in India

- Help Me Help Myself
- Enter into different occasions for consumption
- Chocolate confectionery meets Mintel Trends

CONSUMER INSIGHTS

- What you need to know

Consumption habits

- Different types of chocolates consumed
 - Graph 5: Consumption of different chocolate types in the past three months, May 2019
- Tap the significant 'frequent consumer' cohort for repeat purchase
- Target younger consumers
 - Graph 6: Consumption of chocolates, by frequency of consumption and age, May 2019
- Push chocolate as an indulgence for lower tiers
 - Graph 7: Consumption of chocolates, by frequency and city tier, May 2019
- Target women with innovation
 - Graph 8: Consumption of chocolates in the past three months, by gender, May 2019

Attitudes and behaviours towards consumption

- I eat chocolate to...
 - Graph 9: Reasons for consumption of chocolates, May 2019
- Position chocolates as a reward to metro dwellers
 - Graph 10: Reasons for consumption of chocolate, by city tier, May 2019
- Indian desserts are being substituted by chocolates
- Play up energy claims in chocolates
- Chocolate continues to be an indulgence, but not for long
- Sugar reduction in chocolates
 - Graph 11: Attitudes towards chocolates, by age group, May 2019
- Tap the healthier alternatives segment
- Provide solutions for concerned parents
 - Graph 12: Attitudes towards chocolates, by parent status, May 2019
- Play up the provenance of imported chocolates for Tier 1 consumers
 - Graph 13: Attitudes to chocolate consumption, by city tier, May 2019
- Gifting opportunities in the South
 - Graph 14: Attitudes to chocolate consumption, by region, May 2019
- Innovations that can drive consumer preference
 - Graph 15: Innovations in chocolates consumers would be interested in trying, by region, May 2019

MARKET APPLICATIONS

- Opportunity: Key areas of focus

Opportunities

- The future of chocolate in India
- Brands can look at different approaches to increase consumption
- Balance indulgence with health

Chocolate Confectionery – Indian Consumer – 2019

- Explore more occasions
- Recent strategies employed to reduce sugar in chocolate
- Entice through innovative flavour profiles
 - Graph 16: Top five growing flavour components in chocolate confectionery, Aug 2018-Jul 2019
- Engage consumers with Instagram-friendly treats

Who's innovating

- Incorporating healthy ingredients
- Innovative launches this year
- Premiumisation of chocolates

Global innovations

- Chocolates with prebiotics have potential to grow
- Savoury ingredients can also balance out sweetness
- Cadbury's Darkmilk chocolate offers the best of both

APPENDIX

- Defining the scope of the research
- Consumer survey methodology

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03

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