THE FUTURE OF CHOCOLATE IN A CHALLENGING ECONOMIC ENVIRONMENT
JACK SKELLY, FOOD ANALYST

ICCO, PUNTA CANA, DOMINICAN REPUBLIC, WEDNESDAY 25TH MAY 2016
Chocolate’s Role as a Snack is Evolving

- More available
- More demand
- More competition
CHOCOLATE TODAY
CHOCOLATE’S CHANGING ROLE
THE FUTURE
Chocolate Could be a Global Snack

20 Bars
PER PERSON PER YEAR, GLOBALLY

US$100 billion
SPENT ON CHOCOLATE IN 2015

7.1 million tonnes
OF CHOCOLATE BOUGHT IN 2015
Yet it Remains a Snack of the Wealthy
Volume Consumption Declining in Traditional Markets

![Graph showing volume consumption fluctuations from 2010 to 2020 in various countries.](image-url)

- Countries with notable declines are highlighted in the graph.
Fast Growing Markets Offset Core Market Decline

Western Europe & North America
-400 grammes (2010-2020)

Middle East & Africa, Latin America, Asia Pacific
+400 grammes (2010-2020)
CHOCOLATE TODAY

CHOCOLATE’S CHANGING ROLE

THE FUTURE
Changing the Habit of a Lifetime – Chocolate’s Growing Prominence

**Improved supply chain**

**Improved distribution**
Changing the Habit of a Lifetime – Chocolate Undermined by New Snacks
CHOCOLATE’S CHANGING ROLE

The World of Chocolate is Becoming Far More Sophisticated
Tablets Highlight the Extent of Growing Sophistication

Tablet Sales by Type (US$ million) and Value Sales % CAGR 2010-2015

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Taxation: A Potential Hindrance to Chocolate’s Growth?
Experience Will be Key Around the World
THE FUTURE

More Demand, More Demanding

- Market opportunity + Increased availability + More competitive = Increased volume consumption

- Market saturation + More health conscious + More competition = Declining volumes, better quality
Outlook Deserves Some Qualified Optimism

US$14.3 billion
Additional value sales between 2015 and 2020

33%
Additional value sales will stem from Western Europe and North America

700,000 Tonnes
Additional volume sales between 2015 and 2020
THANK YOU FOR LISTENING

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