The global market for cocoa products: recent trends and future outlook

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Outline of presentation

- Chocolate
  - Determinants of demand
  - Evolution of global demand
- Cocoa products
  - Evolution of global/origin grindings
  - Trends in regional trade
- Alternatives to cocoa butter
  - Impacts of changes in cocoa product prices
- Future outlook
  - Demand forecasts
A rise in per capita income has a much stronger consumption effect for lower income countries.
Strong income growth in the emerging markets supported consumption during the 2000s.
Chocolate product demand has been rising by 2% per year (but slowed in 2009 and 2015)
This has translated into growing demand for cocoa products
There has also been an increase in the origin share of global grindings.
This has resulted in an increase in the volume of semi-finished products that are traded
The global powder trade is larger and has grown faster than that for butter and liquor
This reflects stronger emerging market demand, as well as changes in butter and powder prices.
Demand for cocoa butter equivalents (CBEs) fell in 2012 with lower cocoa butter prices; subsequently, with higher prices, demand has risen.
In Russia, higher cocoa butter prices and falling incomes causing some switching to compound chocolate made using cocoa powder and CBSs
Future demand will again be driven by the emerging markets, with the fastest growth expected in Asia.
Summary

• Rising chocolate product demand particularly in the emerging markets has translated into growing demand for cocoa products
• Due to increased origin grindings the volume of cocoa products being traded is rising
• Changing cocoa product prices have influenced demand including that for cocoa butter alternatives
• Demand is forecast to continue rising with the strongest growth expected in the emerging markets
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