Little moments of happiness: where, when, why and what?

Jerwin Tholen

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Where? Eight markets drive 70% of world’s confectionary growth

- Brazil
- China
- Colombia
- India
- Russia
- South Africa
- Turkey
- Vietnam

Source: Euromonitor International

kg/c = consumption per capita
$bn = projected retail sales in 2017
When? Under-represented seasonal markets are a huge opportunity

- Brazil: Easter = 30% of sales
- China: Valentine’s, Moon, Weddings
- US: Valentine’s
- UK: X-mas
- India: Diwali
- Japan: Valentine’s = 25% of sales
The changing chocolate consumer

Value
Largest market segment, opting for bite-size snacks, re-sealable bags and private labels

Luxury
Fastest growing market segment, driving growth in Asia, Middle East and Pacific

Hybrid
Consumers affected by downturn want ‘moments of happiness’ and bargains

Premium brands key to winning over Chinese middle-class consumer
What? 20% of US and 34% of China market now dark chocolate
What? Innovation in products and branding driven by smaller players

Dark

Variety of flavors

Caramel

Healthy ingredients

Origins

Sustainability

Portion control

Cool sells!

Personalizing

 Celebrity tie-ins
Contact details

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