



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

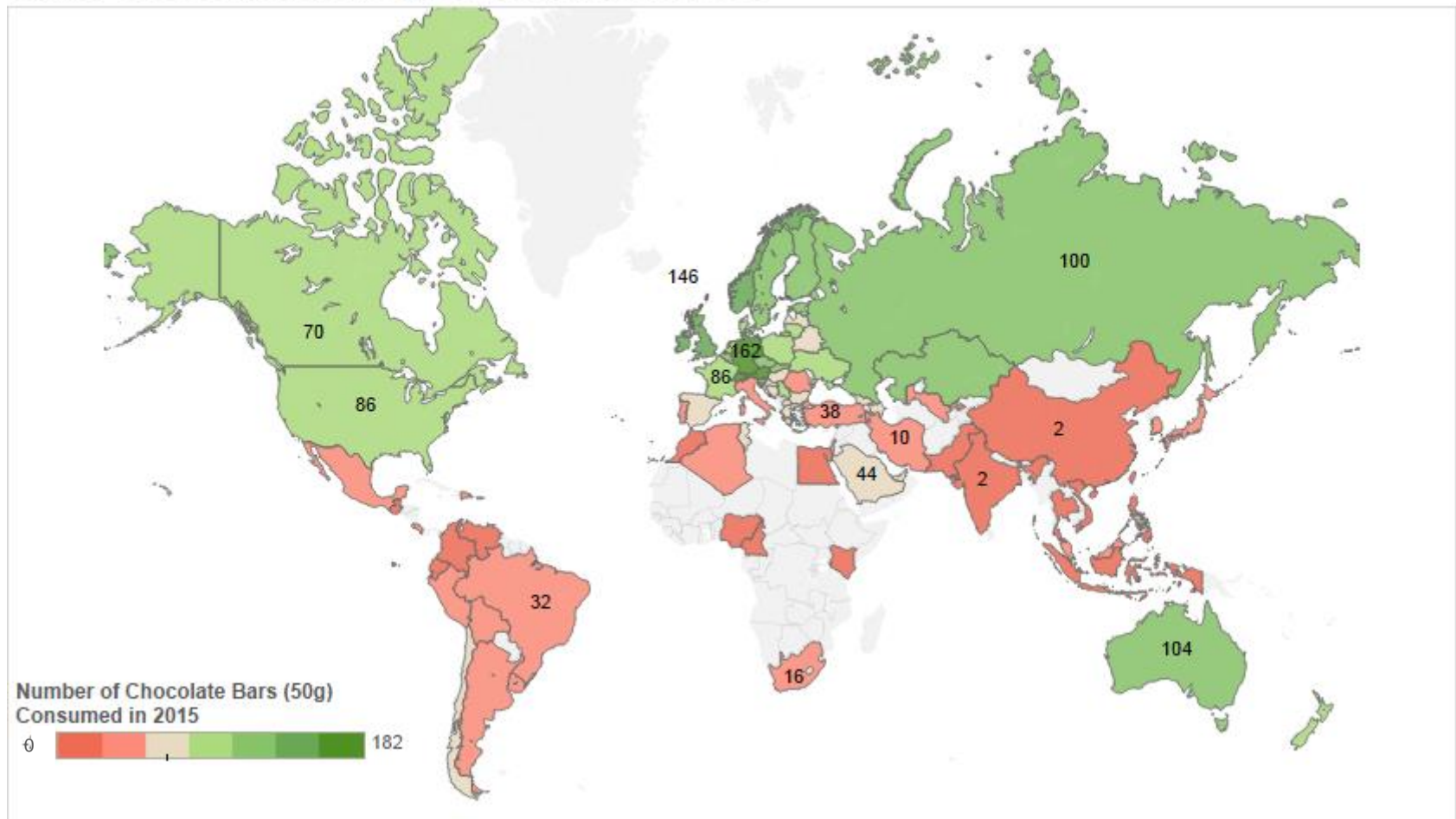
7.1 million

tonnes

OF CHOCOLATE
BOUGHT IN 2015

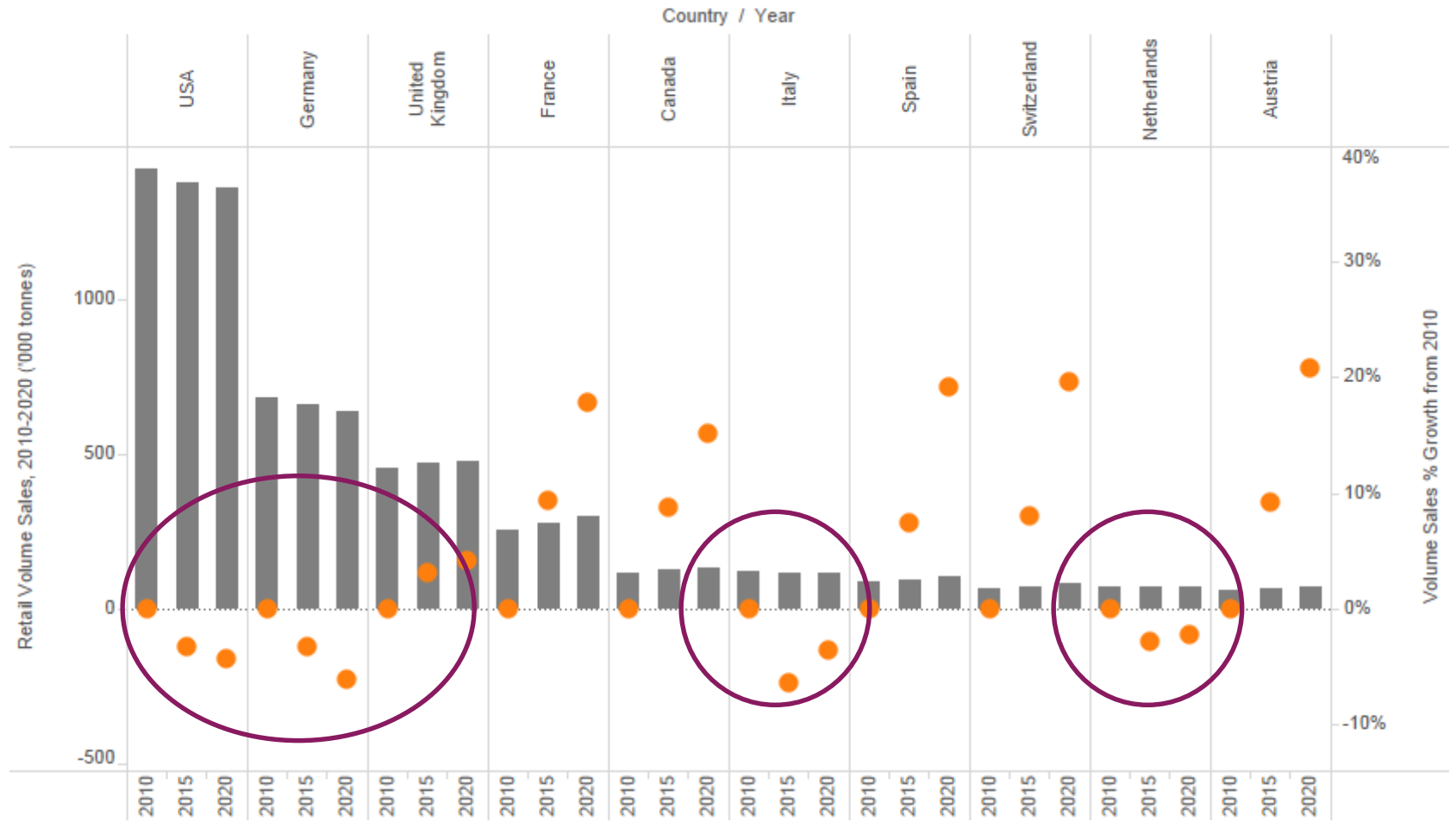
Yet it Remains a Snack of the Wealthy

Number of Chocolate Bars (50g) Bought Per Person in 2015



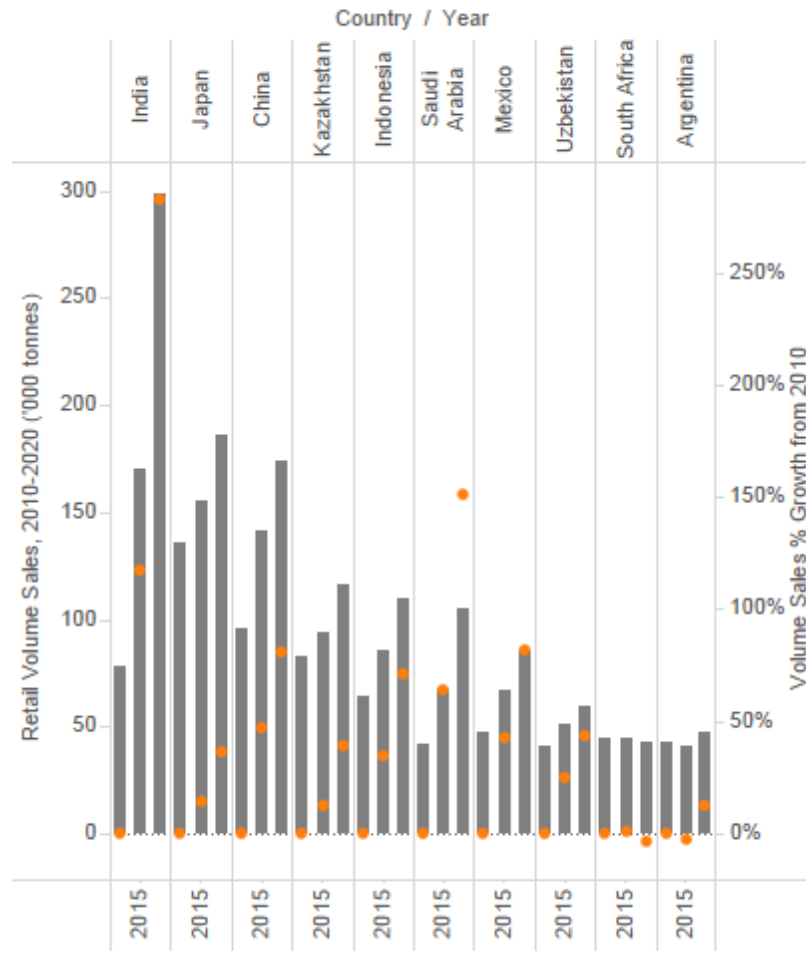
Volume Consumption Declining in Traditional Markets

Volume Consumption Fluctuations, 2010-2020 ('000 Tonnes)



Fast Growing Markets Offset Core Market Decline

Volume Consumption Fluctuations, 2010-2020 ('000 Tonnes)



**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

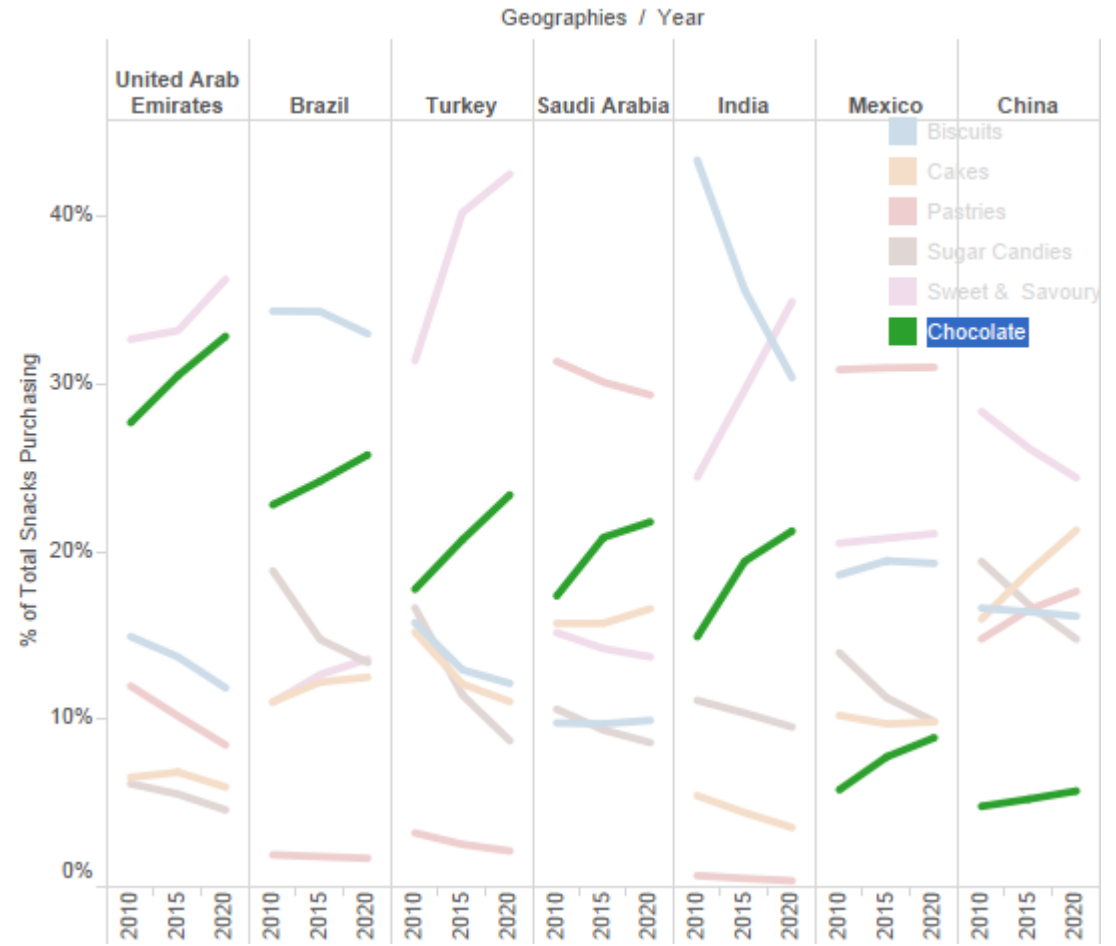


Changing the Habit of a Lifetime – Chocolate's Growing Prominence

Improved
supply
chain

Improved
distribution

Chocolate as a % of Total Snacks, 2010-2020



Changing the Habit of a Lifetime – Chocolate Undermined by New Snacks

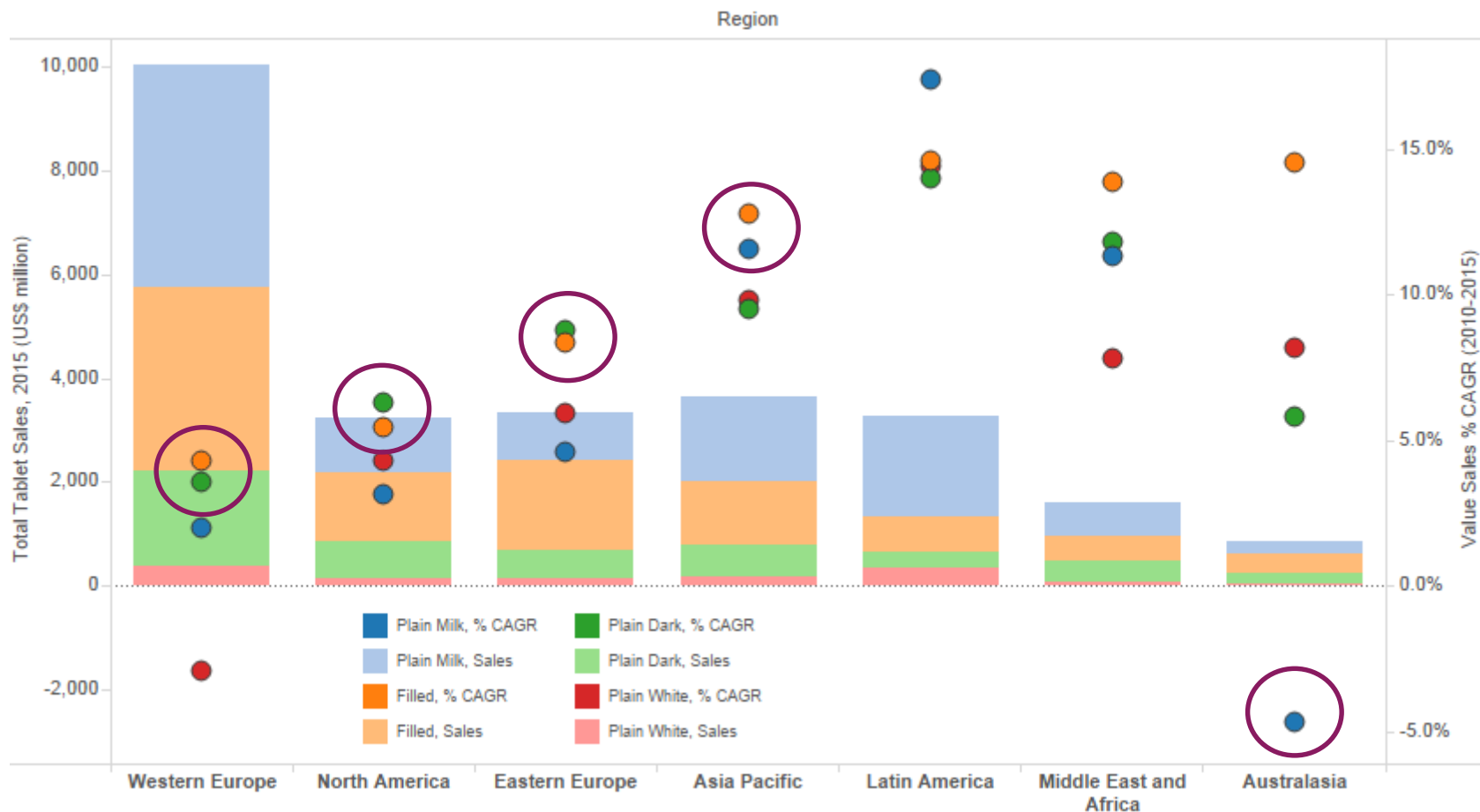


The World of Chocolate is Becoming Far More Sophisticated



Tablets Highlight the Extent of Growing Sophistication

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



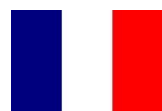
CHOCOLATE TODAY

CHOCOLATE'S CHANGING ROLE

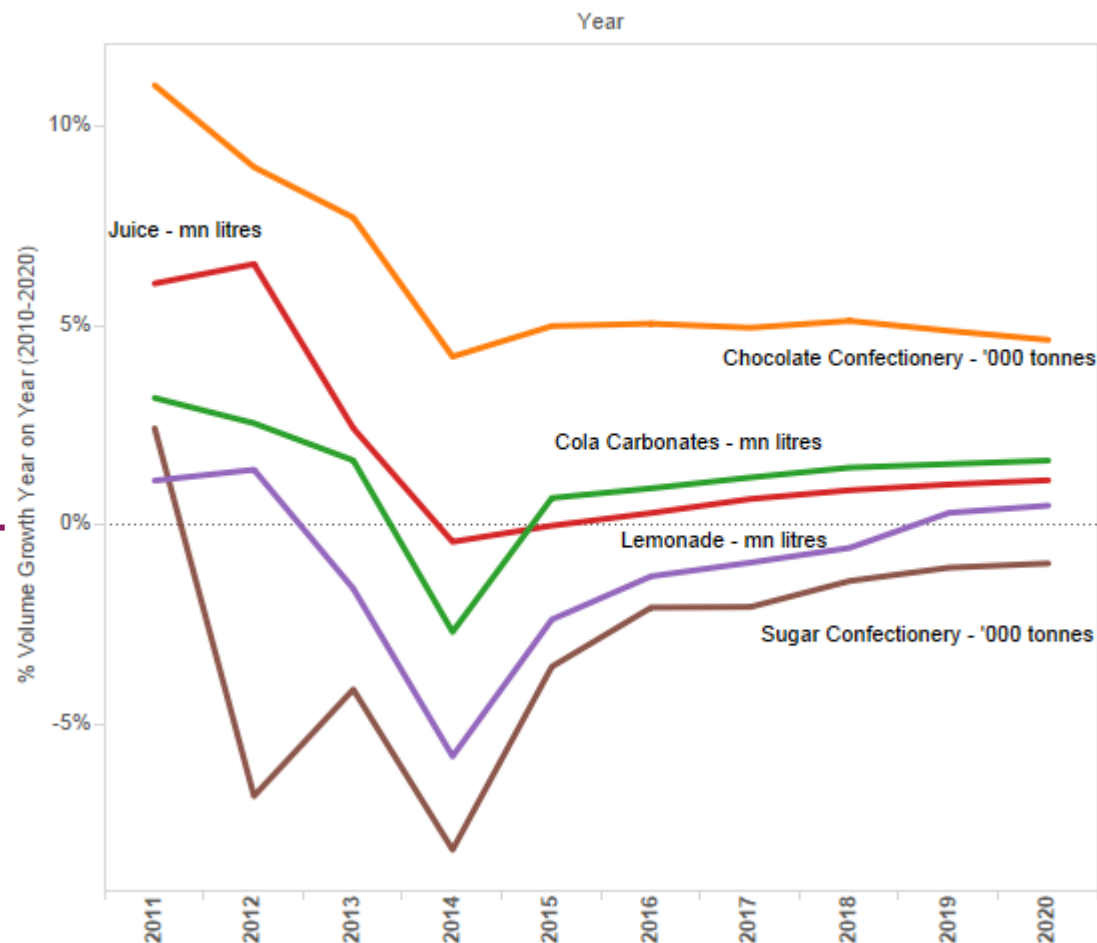
THE FUTURE



Taxation: A Potential Hindrance to Chocolate's Growth?



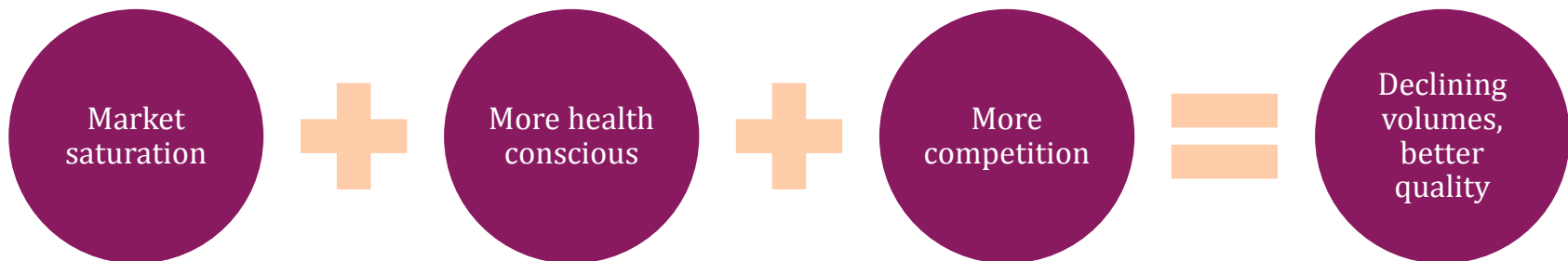
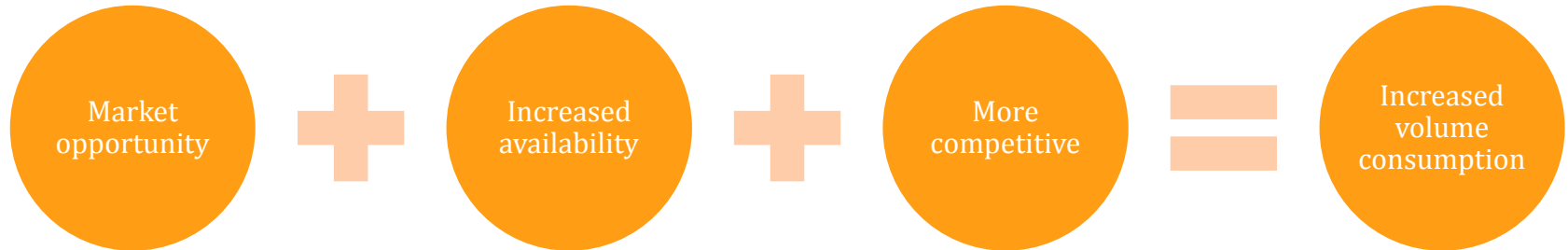
Volume Sales Growth of Selected Products in Mexico, 2010-2020 (%)



Experience Will be Key Around the World

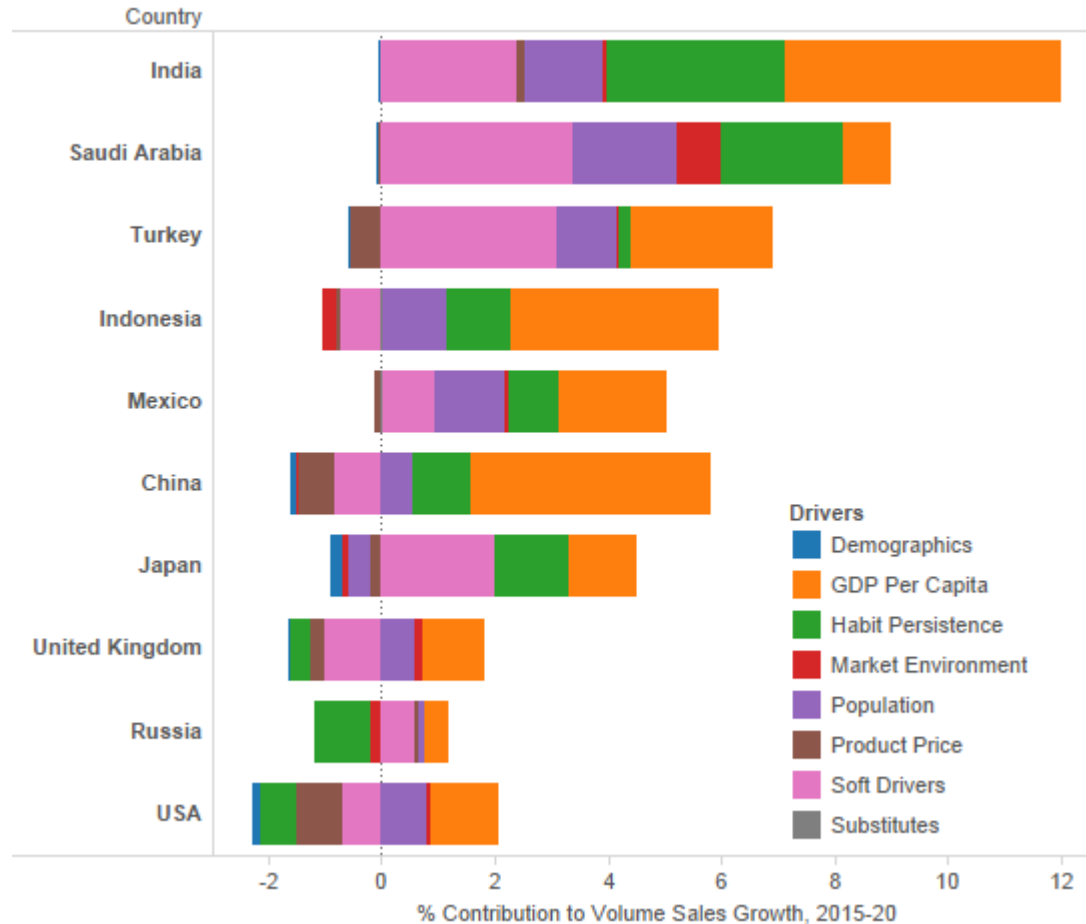


More Demand, More Demanding



Outlook Deserves Some Qualified Optimism

Forecast Drivers' Contribution to Overall Volume Growth, 2015-20



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

Jack Skelly

Food Analyst

Jack.skelly@euromonitor.com

Linkedin: [Jack Skelly](#)

View my profile on **Linked in**