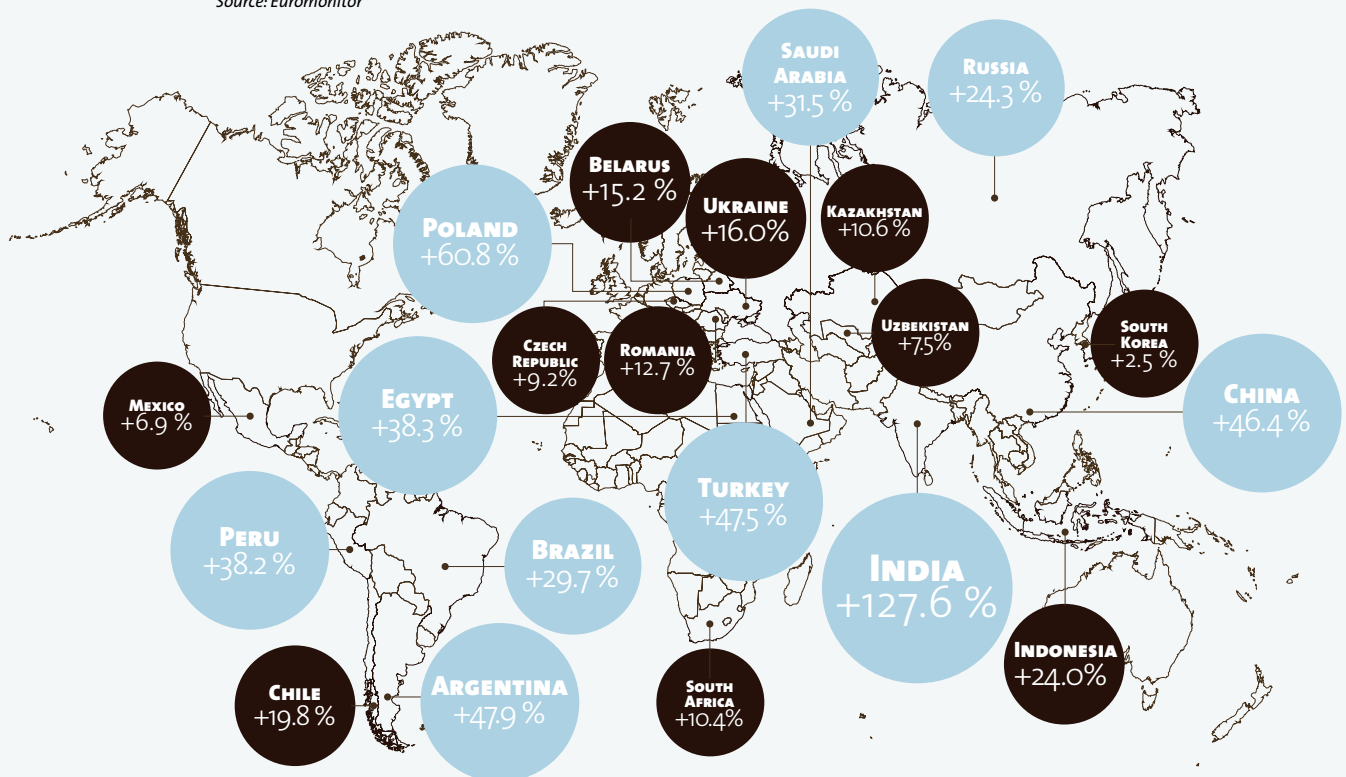


## Beyond BRIC

# Where are the chocolate confectionery markets of the future?

by Jörn Wagenbach

Expected growth of chocolate confectionery consumption until 2015  
Source: Euromonitor



**Why do consumers in some countries like Switzerland or Germany eat up to 13 kilograms of chocolate per year while in other countries yearly consumption adds up to only a few grams on average? Is this because of climate? Tradition? Geopolitical history? Trade lanes? Food patterns? Demographics like the size and income of the respective middle class?**

Actually it is a mixture of all factors mentioned above. If we look at how rapidly chocolate confectionery consumption in Brazil, Russia, India and China developed in the past few years, we might also have a look at some of the so-called Next 11 countries said to have a high potential of becoming, along with the BRICs, the world's fastest growing major economies in the 21st century.

Five of these countries – Turkey, Mexico, Indonesia, Egypt and South Korea – are already on our list of major emerging chocolate markets, which includes some surprising names like Poland, Argentina or Ukraine. •