

For the past few years, the chocolate industry has seen rapid changes and emerging markets have shown to develop a taste for chocolate. So what kind of chocolate will we be eating in 2030? Let's take a ride to the future.

CREATIVE FLAVORS

To satisfy consumers' different tastes and to retain competitive advantage, chocolate companies will be more innovative than ever in developing new products, including combining chocolate with savory tastes such as bacon and wasabi or with new flavorings such as salt, olive oil, herbs and flowers.

HEALTHY & TASTY

Consumers become increasingly aware of the impact of chocolate on their health. The industry will focus on the antioxidant effects of dark chocolate and the energy-boosting properties of bars with oats, nuts or "super fruits". In developed economies, additive-free chocolate will become the norm and already represents 7% of products available on the market.

RISING EMERGING MARKETS

Although the global market is still dominated by Western Europe and North America, the BRIC countries (Brazil, Russia, India and China) account for more than half of global confectionery retail growth. As the middle class grows, its disposable income increases along with their taste for fine chocolate and luxury is expected to continue to embrace the mainstream.

SUSTAINABLY SOURCED

Increasingly, consumers want to know the origin of the food they consume and choose the sustainably sourced option. To satisfy this growing aspirational consumer, major brands have started converting their best-selling products to sustainably sourced cocoa and, across the industry, commitments to source all cocoa sustainably by 2020 are on the rise.

CONVENIENCE CONSUMER

Convenience is a major driver for chocolate lovers as they want to grab and go, buy to share, or enjoy the product in more than one go. In time-constrained societies, sales of tablet bars are growing. Premium chocolate makers are rethinking their products to get a bite of this lucrative market.

PERSONAL EXPERIENCE

With the multiplication of choice and consumer empowerment, customers will be able to tailor product combinations to their own taste. Chocolate companies will offer their customers the opportunity to create their self-designed chocolate bar and packaging, for them to enjoy.

THINK SMALLER

The new chocolate bar will be smaller and healthier partially due to rising obesity levels amongst adults and children in several countries along with increased government regulation globally. Earlier this year, Mars cut back the portion size of its Snickers® bar to no more than 250 calories.

CHOCOLATE, THE SEASONAL TREAT

In many countries, chocolate is an essential component of religious events, special occasions and festivals. For example, Easter is the biggest chocolate event globally. Additionally, not many prestige gift items fall into the affordable price range which

means that middle class in emerging countries will be keen on gifting premium chocolate during festivals.

VALUE IS KEY

In the U.S., 79% of consumers look for good value when choosing chocolate. Value is also important in economies where the middle class has a growing but still limited disposable income. One-size-fits-all global pricing solutions will hence be difficult to implement.

INNOVATIVE PACKAGING

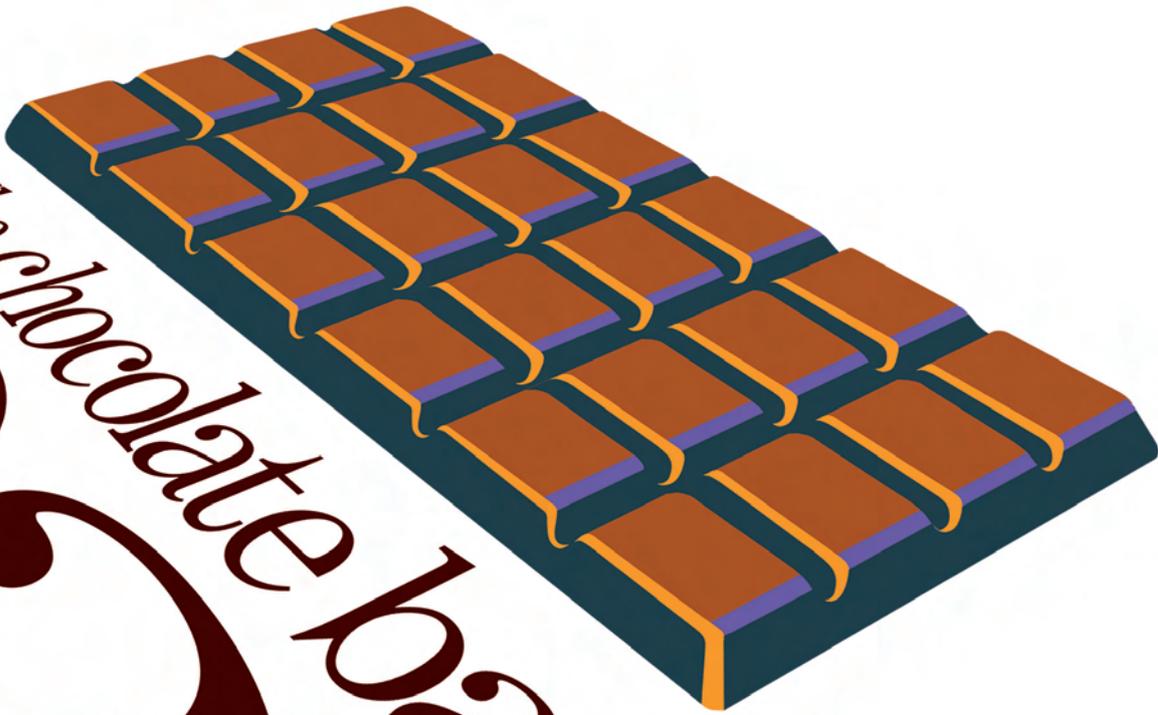
Companies will devise new ways of packaging to ensure that chocolate does not melt in the extreme heat of emerging markets. They will also introduce new bar sizes and look at innovative ways of packaging to allow a product to be consumed in more than one sitting (e.g. Mars "twist & save" wrapper), in response to rising obesity and increasing government regulation.

THE NEW CHOCOLATE BRAND

The most successful companies could become purely marketing, sales and R&D operations after outsourcing their production to industrial suppliers. Consumers won't even have heard of the world's largest chocolate producers who will lack an interface with the public.

RETAILING

To reach more consumers and to cater to their lifestyle, chocolate will be available from a wider variety of outlets, from coffee shops to health food stores, to supermarkets and discount stores. Premium chocolate could make its way into mainstream stores and brands might seek to move up the value chain by creating their own flagship stores. AR



The chocolate bar

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