



BARRY CALLEBAUT

TOP CHOCOLATE

TRENDS

2023 & beyond



ASIA
PACIFIC
EDITION



Top Chocolate Trends 2023 & Beyond

Consumers' attitudes to life are not static but constantly evolving. And some events, like Covid-19, can accelerate a faster change. This impacts the way people indulge in chocolate and other treats. Depending on their mood or mindset, consumers have a specific attitude towards life which will determine the type of indulgence they choose. You can learn more about these insights in our [Future of Indulgence](#) opinion piece, that was informed by multiple sources, including proprietary research.

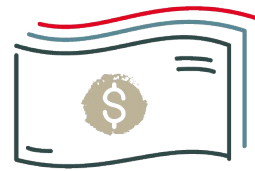
While there will always be a need for **Intense Indulgence** chocolate experiences, we expect consumers to increasingly have a soft health approach to life, increasing the **Mindful Indulgence** chocolate space. Meanwhile, while **Healthy Indulgence** is still in its infancy in chocolate, we know from our consumer research that people are interested in it. So this is definitely a trend to watch within the confectionery segment in the years to come.



Top Chocolate Trends 2023 & Beyond

Chocolate confectionery is an important and dynamic market, expected to be worth over **€107 billion / \$128 billion** in global retail sales by the end of 2023, with volume growth of **1.9% CAGR** over the next 3 years to 2025.¹ Asia Pacific and Australasia is forecast to grow to over 1 million tonnes in 2023 and continue to grow at 2.0% and 2.2% CAGR respectively over the next 3 years to 2025.

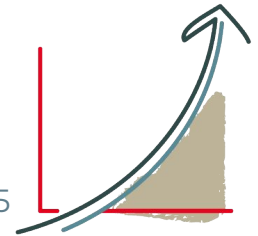
Innovation has a key role to play in that growth projection, as these consumer attitudes demand a new approach. Read on to understand how the 3 types of indulgences driven by changing consumer attitudes affect the indulgence landscape in the chocolate confectionery market.



€107 / \$128
billion billion
global retail sales by end of 2023



↑ 1.9%
CAGR
next 3 years to 2025



FORECAST

1

million tonnes
in 2023



INNOVATION

consumer attitudes demand a new approach

¹ Euromonitor, 2022

INTENSE *indulgence*

Consumers look for Intense indulgence when they want to enjoy life to the fullest. They want over-the-top and immersive experiences.

“Chocolate that is a **real feast** for the eyes and for the taste buds.”



Intense Indulgence in Asia Pacific

Chocolate is more than just food. Eating it is a rich, multi-sensorial journey, perfect for those looking for novel, exciting experiences, for seekers of tailor-made treats, and for fan of the finer things in life.

New & Exciting

70%

of APAC consumers want to try new and exciting chocolates.

Stories and Origins

53%

of APAC consumers are attentive to the origin of food and beverages.

A Preference for Premium

61%

of APAC consumers actively seek out premium versions of their favourite chocolates.

The Perfect Fit

64%

of APAC consumers would like to have more tailor-made chocolate.

Storytelling

Behind every great food is a great story.

With consumers getting increasingly aware of the origins of their food, it is crucial to do justice to the provenance and narrative of our chocolates and treats.

>200%

rise was noted in chocolate launches with a “single origin” claim (7.5% CAGR 2019 to 2021)

65%

of APAC consumers find chocolate confectionery that specify origin of the cocoa beans that was used are more premium

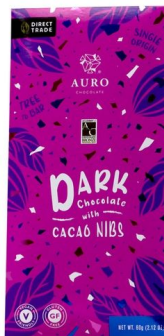
Consumers want to know the story behind the product that they purchase, as well as the source of ingredients.

INTENSE
indulgence



Thailand - Kad Kokoa Dark Chocolate 70% Prachuap Khiri Khan

Prachuap Khiri Khan is famous for its pineapple and coconut plantations. The cacao beans provide bright fruity and citrus flavours, an intense mouthfeel and a smooth floral aftertaste.



Philippines - Auro Chocolate Dark Chocolate With Cacao Nibs

Dark chocolate bar crafted from tree-to-bar using quality cocoa beans sustainably sourced directly from local farmers.



Australia - Federation 74% Dark Cacao With Tasmanian Mint Oil

Enriched deep chocolate flavors created from the descendants of the original Criollo and Trinitario beans combined with the freshness of Tasmanian peppermint oil.

Seasonal Celebration

Chocolates are synonymous with joy and celebration.

They are had at birthdays and weddings, festivals and cultural occasions, or even just as a simple gift.

1 in 2

of APAC consumers seek seasonal chocolate actively

77%

of Filipino consumers say eating and drinking is the main way they connect with friends and family

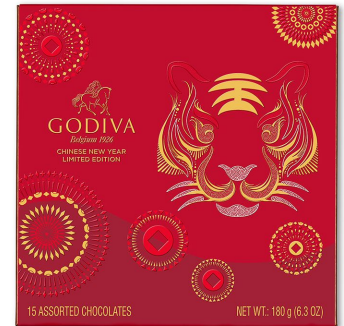
In APAC, launch activity in seasonal chocolates remains steady.



Thailand, Nestle
Kitkat Taste Of Love
Valentines edition



Malaysia, Chocolate Concierge
Chocolate Mooncake
Handmade with flavors that are authentically Malaysian. A perfect gift for Mooncake Festival.



China, Godiva Pralines Gift Box
Chinese new year design with tiger zodiac

Multi-Sensorial Experience

Taste and enjoyment remain the main motivations for sampling products.

Whether it's a new texture beyond the common crunchy or smooth, a stylish new invention, or a new way of consumption, chocolate innovation is sure to pique the senses.

>60% **1 in 2**

of APAC consumers prefer chocolate that have multiple textures and flavors

of APAC consumers find experimental and exotic flavors make a product more exclusive

Experimental flavors are of high appeal to consumers who want their sensory perceptions challenged.

INTENSE
indulgence



Japan, Fujiya Ice Cream Chocolate
These yummy bites taste like soda-flavored ice cream



China, Mylikes Milk Chocolate Balls with Popping Candies
Delicious milk chocolate ball with multiple fun



Singapore, Fossa Shrimp & Bonito Chocolate
An incredibly flavourful yet balanced chocolate bursting with umami from dried Sakura shrimps and bonito furikake. It is an unexpected combination.

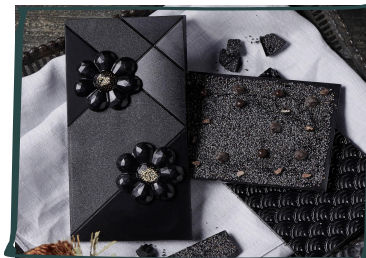
Intense Indulgence Solutions



Ruby Chocolate



Caramel Chocolate



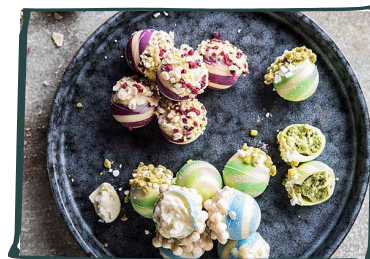
Black Cocoa



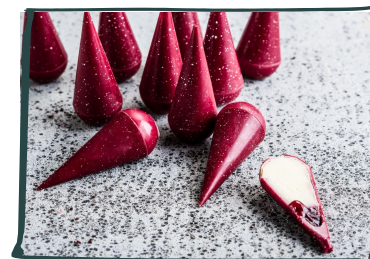
Swiss Made



Single Origin



Decorations & Inclusions



Indulgent Fillings

MINDFUL *indulgence*

Consumers want to indulge without compromising their (physical and mental) well-being, the health of others or the planet.

“Chocolate that is not only tasty, but also **good** for me and good for the planet.”



Mindful Indulgence in Asia Pacific

To indulge mindfully is to care deeply about consumption of chocolate, making sure it does not only satiate our senses, but is also beneficial for our health and environment. This means championing a health and sustainability-focused lifestyle in all that we do, including the way we eat and snack.

Sustainability is Key

7/10

APAC consumers find sustainability claims important in chocolate categories.

Trust in Transparency

69%

APAC consumers believe chocolates with clean labels to be more trustworthy.

Health is Wealth

64%

of APAC consumers see healthy eating as a life goal.

Health VS Indulgence

64%

of APAC consumers avoid feeling moments of compromise and sacrifice while trying to eat and drink healthier.

Plant-based

The benefits of plant-based foods are manyfold — from being nutritionally healthy, to environmentally friendly, while having an eye for sustainability.

Thus, consumers can enjoy chocolates and treats too while reaping these benefits.

3 in 5 ±50%

of APAC consumers believe that plant-based diets have a positive environmental impact

of APAC consumers perceive plant-based chocolates are healthier

Asians are the most positive about a plant-based future compared to the global average.



China, ChocDay Oat Milk Chocolate
Oat milk chocolate that is high in fiber with no white sugar added



New Zealand, Whittaker's Oat Milk Chocolate
Plant-based oat milk chocolate



India, BeeTee's Coconut Milk Chocolate
Made with cacao beans, cacao butter, coconut milk and sweetened with coconut sugar

Low/Reduced/No Sugar

Sugar consumption is under increasing scrutiny these days.

With consumers getting more health-conscious, there's more and more demand for chocolates and treats with low sugar or sugar replacers.

80%

of APAC consumers actively trying to reduce, or moderate their sugar consumption

56%

of APAC consumers switched from traditional chocolate and confectionery to low sugar alternatives

In Asia, low/no sugar claims are the most important health claim influencing Asian's purchasing decision.

MINDFUL indulgence



Australia, Halo Sugar No Added Sugar Milk Chocolate
Low carb & keto friendly and has no added sugar.



India, Amul Sugar Free Dark Chocolate
Dark chocolate with maltitol as sweetener



Korea, Peacock Low Sugar Almond Chocolate Ball
Panned almond chocolate with low sugar

Sustainable, Natural, Clean Label

Consumers nowadays have an eye on sustainable eating and living.

They want natural foods, brands with clean labels, and avoid processed products and preservatives as much as they can.

72%

of APAC consumers are concerned about ingredients that sound chemical

1 in 2

of APAC consumers have made changes to their diets to lead a more sustainable lifestyle

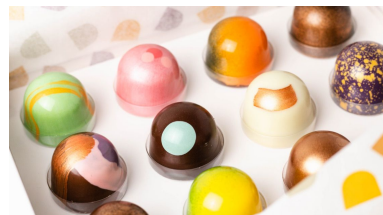
As consumers re-evaluate their eating and drinking habits, they may expect snack products to be natural and contain real and authentic ingredients.

MINDFUL
indulgence



Philippines, Malagos Chocolate 85% Dark Chocolate

All natural. Made from tree to bar. Packaging made with environment-friendly ECF, pure cellulose, FSC certified paper. Elemental chlorine free guarantee.



Singapore, Mr Bucket Chocolate Bon Bons

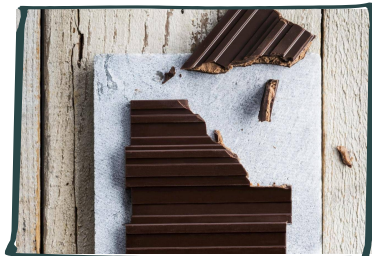
Made with sustainably sourced cacao from small-sized farms around Asia and packed with recyclable packaging.



Indonesia, Pipiltin Cocoa 65% Flores Chocolate From Scratch

Chocolate from scratch. 100% cocoa butter. Support local farmers for sustainable environment.

Mindful Indulgence Solutions



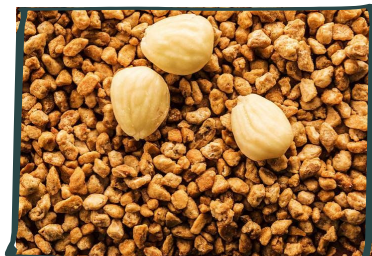
No/Low/Reduced Sugar Chocolate



Plant Based / Vegan / Dairy Free Chocolate



Sustainably Sourced



Nuts



Cacaofruit Experiences / Wholefruit Chocolate



High Cacao Chocolate

HEALTHY *indulgence*

Consumers looking for healthy indulgences actively and intentionally make choices that have a positive impact on their health.

“Chocolate fortified and functional, a food for **health.**”



Healthy Indulgence in Asia Pacific

Healthy indulgence products are rich in macro & micro nutrients which actively and positively impact consumers' physical and mental wellbeing. It's about positive nutritional products featuring ingredients with proven benefits like vitamins, minerals, fibers, and flavanols. Even better if the nutrients are naturally occurring from the whole food itself, straight from nature.

Chocolate is a food naturally rich in nutrients, flavanols for instance. While it's still a niche market, 65% of global consumers would love a healthy-boosted chocolate (for example with macro/micronutrients).

Living the Healthier Life

74%

of APAC consumers are committed to leading a healthier lifestyle.

Functional Foods

1 in 2

of APAC consumers seeking out functional/fortified products more frequently.

Snacking is Changing

60%

of APAC consumers have switched their snacking habits for general health and wellness purposes.

Mental Care

2 in 5

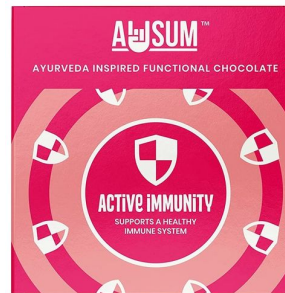
of APAC consumers have become more conscious about their mental wellbeing.

Healthy Indulgence is emerging in chocolate confectionery

Across Asia, chocolates and treats are shifting to have a whole spectrum of **health benefits**. From chocolates made with immunity-boosting vitamins and nutrients, to products with physical and mental health claims, to goodies that benefit gut health, there's a **new generation of healthy chocolates** appearing on the market for consumers to try.



Japan, Morinaga Immunity Care Plasma Lactic Acid Bacteria Chocolate
Supporting the maintenance of immune function in healthy people



India, Awsum Active Immunity Ayurveda Inspired Functional Chocolate
Supports immune system with a superstar blend of natural herbs and botanicals



Japan, Lotte Sweets Days Lactic Acid Bacteria Chocolate Balls
Functional chocolate that can improve digestive health



Japan, Glico GABA Mental Balance Chocolate
Mental balance chocolate containing GABA, a relaxing ingredient that supports adults who do their best.

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