



BARRY CALLEBAUT

EASTERN EUROPE

TOP CHOCOLATE

TRENDS

2024 & beyond



Top Chocolate Trends 2024 & beyond

Consumers' attitudes to life are not static but constantly evolving. 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 [Barry Callebaut Proprietary Consumer Research](#).

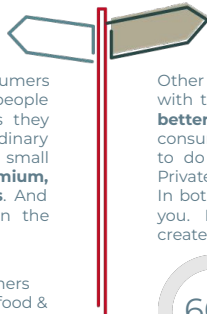
While there will always be a need for [Intense Indulgence](#) chocolate experiences, we expect consumers to increasingly have a soft health approach to life, increasing the [Mindful Indulgence](#) chocolate space. Meanwhile, while [Healthy Indulgence](#) is still in its infancy in chocolate, we know 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 2024 & Beyond

Chocolate confectionery is an important and dynamic market, expected to be worth over **€19.2 billion / \$19.4 billion** in Eastern Europe retail sales by the end of 2024, with volume growth of **2.4% CAGR** over the next 5 years to 2027.

People from all over the world are still buying the same amount of chocolate. With the groceries price increase, we see **consumers react in 2 different ways**:



On the one hand, some consumers want to treat themselves. Those people actually spend more on F&B as they want to celebrate, escape the ordinary and treat themselves with a small luxury. These consumers **buy premium, high quality chocolate products**. And they will keep on doing that in the future too.



Other consumers are trying to be smart with their purchase, they are looking for **better value for money**. These consumers buy less products, buy in bulk to do economies of scale or switch to Private Label. In both cases, there are opportunities for you. Indeed, crisis or change always creates opportunities to capture



Read on to understand how the 3 types of indulgences driven by changing consumer attitudes affect the indulgence landscape in the chocolate confectionery market.

€19.2 / \$19.4 billion
Eastern Europe retail sales by end of 2024

↑ 2.4% CAGR
next 5 years to 2027

FORECAST
1.5 million tonnes
in 2024

INNOVATION
consumer attitudes demand a new approach

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 Eastern Europe

Most common reason to eat chocolate is for **pleasure** and there are many ways to deliver pleasure with chocolate! Whilst Multi-sensoriality and Seasonal & Gifting are the most established propositions, we see chocolates with a story rising and exclusive chocolates emerging.

Multi-sensorial experiences

67%

of EE consumers prefer Chocolate Confectionery that has multiple textures

Storytelling & origin

62%

of EE consumers consider chocolates with a unique story about where it comes from / how it is made more premium.

Seasonal & celebration

54%

of EE consumers actively seek out for seasonal Chocolate Confectionery.

Unique & rare experiences

80%

of EE consumers want to try new & exciting Chocolate Confectionery experiences.

MULTI-SENSORIAL EXPERIENCES



Consumers are becoming more demanding and experimental. They are seeking products that go further than their expectations and tickle all their senses.

There are 3 key ways to deliver on multi sensoriality in chocolate products: offer new & exciting taste, appeal to the eye or surprise through textures.

68%

of EE consumers prefer chocolates with multiple textures & flavors.

7 in 10



consumers from EE say that unique and out of ordinary flavors can make chocolate confectionery more exciting.

INTENSE
indulgence



I always keep texture in mind when creating new chocolate products. It makes them richer, catchier & more interesting.

Even with just one flavor, the creations can be very innovative. By playing with more textures in the same flavor you leverage a product to a completely new experience.



Francisco Moreira
Chef Chocolatier
Portugal

MULTI-SENSORIAL EXPERIENCES

Confiserie

Honold The cocktail classic made with gin, vermouth and Campari with a pleasantly bitter character and sweet, tart and floral notes.
Switzerland, 2023



Beryl's B.POP Cola Chocolate
Delicious bittersweet chocolate with popping candy for extra fun.
Malaysia, 2023



Mr Beast Chocolate
New & surprising route to market. Digital Influencer & direct sales to consumer.
USA, 2023



Cadbury Dairy Milk Honeycomb and Nuts
Milk Chocolate
Sri Lanka, Apr. 2023



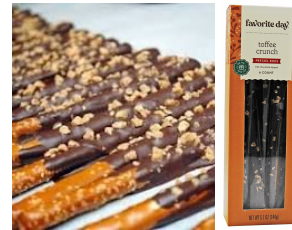
Bliss Chocolate
Salted caramel cupcake chocolates.
UK, Aug. 2023



MAGNUM -Billionaire
Double gold caramel & biscuit pieces.
Global, 2022



Compartes Chocolate Blocks
Hot Fudge Sundae Flavor,
USA, Apr. 2023



Target Pretzel RODS
covered in milk chocolate and topped with toffee crunch.
US, Dec.2022



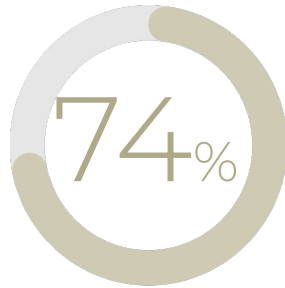
Crafter's Café line,
Barista-inspired flavors combined with indulgent, premium chocolate.
New Zealand, Jun. 2023



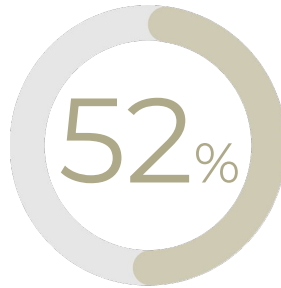
STORYTELLING & ORIGIN



Some consumers are looking to **escape the ordinary**, take a break from the routine and allow their mind to travel while satisfying their taste buds. Brands can deliver on this through single origin chocolates, unique recipes associated to a specific location or unique craftsmanship.



of EE consumers want to know more about **where their Chocolate Confectionery comes from** and what is in it.



of EE consumers prefer **Belgian chocolate** rather than regular chocolate.

INTENSE
indulgence



Consumers are more curious about the raw material & origin of the specific products. It is important to bring the culture of cocoa and chocolate to the people. Just like with wine, you should be able to tell if it is a good chocolate or not, only by the name.



Davide Comaschi
Chef Chocolatier
Italy

STORYTELLING & ORIGIN



Fu Wan Bi Luo Chun Nama Chocolate

Made from the "Mingqian Top-grade Bi Luo Chun Green Tea Powder" from the century-old Sanxia Tea Garden. Chocolate with the aroma of Taiwan Aglaia Honey, exclusive to Pingtung. Taiwan



Malagos Chocolate

Made from single-origin Trinitario beans grown and processed in Davao City. Philippines



Billy & Bugga

The collection is composed of 5 handcrafted chocolates each one representing a region of Brazil in its tastes, textures and history. Switzerland



Lauden - Single Origin Fine chocolates

64% cocoa bean from a single estate in Madagascar



Vincent Guerlais
Nantes Skyline tablet.
France



LOTUS BISCOFF - Chocolate

Introducing premium cookies, with unique recipe, into chocolate with a Belgian quality claim. A biscuit and a chocolate bar in one go. A smart solution to spend less! Belgium.



World Market

Chocolate of the World Collection features exciting yet, familiar flavors inspired by destinations around the globe. Flavors include: Stroopwafel, Spicy Chipotle, Almond Biscotti, Dulce de Leche, Sour Cherry, Himalayan Sea Salt and Matcha Green Tea.

CELEBRATION & SEASONAL



Consumers want to **celebrate life**, whether that's big or small events, by themselves or with others!

Whilst traditional celebrations are the opportunity to share precious moments with our loved ones and offer each other gifts, there is also a need to celebrate smaller moments, more spontaneous and casual. Besides, celebration is not necessarily about sharing, it can also be a 'Me moment'. Finally, people are curious about other traditions and are willing to discover and taste it.



7 in **10** consumers choose something with chocolate in it when they want to celebrate

54%

of EE consumers actively seek out seasonal Chocolate Confectionery.

INTENSE
indulgence



People tend to look out for classics & recognizable flavors throughout the year because the absolutely want to enjoy their treat. Nevertheless, for seasonal celebrations, they are more willing to try new exciting things.

Alistair Birt
Pastry Chef &
UK World Chocolate Master
United Kingdom

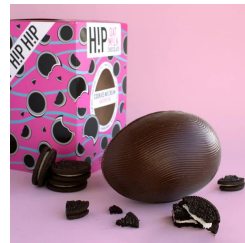
CELEBRATION & SEASONAL



Vollenweider Truffles
A marriage of creamy white ganache with Champagne Rosé Impérial.
Switzerland



Ken's Cafe Tokyo Truffles & Pralines Gift Set
Assortment of truffles and pralines in a variety of colours and flavors.
Tokyo



HIP oat milk chocolate cookies no cream Easter egg

Next Gen vegan chocolate that doesn't compromise on taste, plastic free packaging.
UK, Apr. 2023



Happy Easter box
Mix of a caramel ganache bar and chocolate tasting collection.
UK



VOGES Pumpkin Spice Truffles
Introduced in response to customer requests: seasoned with Zanzibar black pepper, Grenadian gold nutmeg, Fijian ginger, Mexican vanilla, and Royal Cinnamon.
US, 2022



CHOC AFFAIR,
Embrace the flavors of the Spring summer limited collection. From the delight of cherry blossom dark chocolate to the bold and citrusy lime dark chocolate.
UK, Feb. 2023



Jadis et Gourmande Chocolate Love message
7 letters of chocolate praliné & gianduja.
France



EXCLUSIVE & PREMIUM



Some consumers are looking for **unique, rare & exclusive** chocolates because too much of the same chocolate makes it dull after some time or because they want to show off a little and share their expertise with friends!



of the EE consumers prefer exclusive products or **limited edition** chocolates.



of the EE consumers actively seek out **premium versions** of their favorite chocolates.



2 in 5

EE consumers are likely to make a **one-time impulse purchase** when the food is a limited edition.

INTENSE indulgence



When I am creating an innovation, I always start from a shape that I find attractive. This way, I build up my concept & story. It is key to create simple concepts, but unique products with nice exclusive esthetics, unusual shapes and good taste.



Miquel Guarro
Pastry Chef
Barcelona

EXCLUSIVE & PREMIUM

INTENSE
indulgence



The Moodbreaks range featuring multi-colored chocolate bars that come in fruity flavors, bringing in some color into people's breaks and offer a new taste sensation.
India, Feb. 2023



NEUHAUS - Duet
Select a base, a ganache and create your own pairing for a unique praline!
Belgium



Premium Batons - Laderach
Switzerland
Apr.2022



Highland Chocolatier
102 enrobed velvet truffles in a gift box.
UK, Aug. 2023



JCoco
Tasting sets of decadent milk and dark chocolates with premium varieties in flavors & textures.
US, Jun. 2023



Cioccolato Gourmet Diamanti
4 types of chocolate and 4 exquisitely flavored fillings give life to delightful new pralines, precious and unique as diamonds
Italy, Feb 2023



Hawaiian Host, KOHO Spring Seeker

Everything is in bloom this time of year... from delicate cherry blossoms to bountiful honeycombs, it's a delightful season. The set contains six pieces of luxury artisanal chocolate — 3 Vanilla Caramel and 3 Cherry Blossom Caramel — all fashioned using the finest ingredients.
Hawaii



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.”



EASTERN EUROPE

MINDFUL INDULGENCE

To indulge mindfully is to choose tasty, good for me and good for the planet chocolates. It is, what we call, the **Triple Play**. You can approach such proposition in different ways. Whilst Sugar reduction is now an established proposition, Plant based is booming and chocolates making most of the cacaofruit are emerging.

Plant-based

37%

of EE consumers say
vegan or plant-based
chocolates is something
they seek out to purchase.

Sugar solutions

68%

of EE consumers are finding
'less sugar' or 'no-sugar'
Chocolate Confectionery
interesting.

Natural & clean label

75%

of EE consumers agree that
chocolates with clean labels are
more trustworthy.

Sustainable & traceable

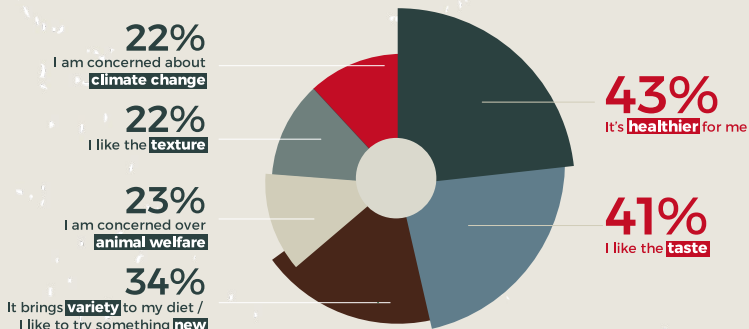
50%

of EE consumers actively seek
out for sustainably produced
chocolates.

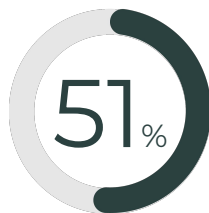
PLANT-BASED BOOM

Plant-based consumers, primarily flexitarians, want tasty, healthy & good for the planet chocolate products. They are not fully satisfied by the current chocolate offer so let's celebrate what nature has to offer!

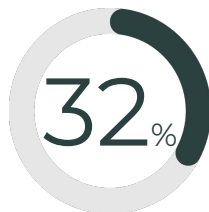
KEY MOTIVATIONS TO CONSUME PLANT-BASED CONFECTIONERY (1)



16 Source: Barry Callebaut global proprietary research, 08/2023 ; (1) BC Proprietary study Qualtrics Nov. 2021 8 countries (US, Australia, UK, Germany, France, Italy Spain, Poland)



of EE consumers think that every Chocolate Confectionery brand should have a **plant-based**, vegan or dairy-free option.



of EE consumers agree that dairy-free Chocolate Confectionery is better for them than those with dairy.

MINDFUL
indulgence



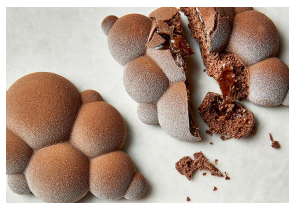
The increasing demand on 'better for you' propositions without compromising on taste will continue to grow. Consumers are extremely judgemental about plant-based products. They should be similar to the originals and the taste remains the most important. The fact that it is vegan is like the cherry on the cake.

Marike van Beurden
 Chef Chocolatier & Co-founder
 Be Better My Friend
 Netherlands

PLANT-BASED BOOM



Lindt
Hello vegan creamy hazelnut eggs with oat drink powder & almond pulp.
Switzerland, May 2023



HARRODS
A vegan bubbly chocolate bar filled with silky aerated chocolate, Harrods Perla Negra coffee caramel and roasted milk-chocolate shortbread biscuit.
UK, Aug. 2022



VIVIR
Vegan Peanut Butter Chocolate cups, no sugar, gluten, lactose.
Peru, Jan. 2023



LOVO Range of plant based milk chocolate. USA Apr. 2023



Daarzel THE OG
46% Indian origin vegan coconut milk chocolate.
Apr. 2023, India



Wallaby
Vegan Cookie dough bites dipped in dark chocolate : macadamia with maple or hazelnut.
Australia, Jun. 2023



ALDI
Assortment of alcohol-free vegan dark chocolates Includes crispy nougat cream, raspberry chocolate, orange, sea salt caramel, and coffee.
Germany, Jun. 2023



MARS WRIGLEY & PERFECT DAY - Vegan CO2COA
Animal-free dairy chocolate bar.
USA, Jun. 2022



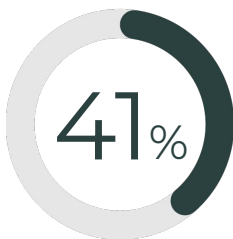
SUGAR REDUCTION ON THE RISE



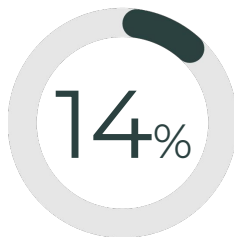
One of the key concerns for the consumers remains **sugar intake**. The low carb & keto diets have also gained traction and accelerated the Sugar Reduction agenda. The key challenge remains to offer a **tasty, without added sugar** and clean label chocolate.



of EE consumers would love a tasty milk chocolate with **more cocoa and less sugar**



of global consumers are trying to **limit their sugar intake**



of global consumers are **avoiding sugar entirely**



MINDFUL indulgence



I am constantly exploring and experimenting to understand the consumer's wishes on special diets and health focus. It is a challenge and a motivation to learn about the new dietary options and to discover what ingredients can be used in my new creations.



Maricú Ortiz
Pastry Chef
Mexico

SUGAR REDUCTION *ON THE RISE*




Reese's
MINIATURE CUPS
ZERO SUGAR
ASPARTAME FREE

Zero sugar -
Reese's
USA, Jul. 2022





Diablo
MILK CHOCOLATE
BUBBLE BAR
WITH STEVIA SWEETENER

Diablo
No added sugar bubble bar.
UK, Jul. 2022

flormel
Mini
CHOCOLATE BOMBOM
WITH COCONUT
ZERO ADDED SUGAR
SWEETENED WITH THAUMATIN

Flormel Mini
Chocolate Bombom
with Coconut
Zero added sugar.
Sweetened with
thaumatin.
Brazil, Mar. 2023




Dove
50% REDUCED SUGAR
LIGHTLY SWEETENED
MILK CHOCOLATE

Dove
50% Reduced Sugar,
Lightly Sweetened
Milk Chocolate.
China 2023




Frankonia
NO SUGAR
ADDED
High Protein
WHITE HAZELNUT CRISP
Lower Carb
NET WT 90g

Frankonia High Protein
White Hazelnut Crisp
Lower Carb Chocolate
Portugal, Sept. 2022




AI created chocolate
bar with 30% less
sugar - Valio AI
UK, Sept. 2022




AWAKE
ALMOND SEA SALT
DARK CHOCOLATE BITE
NET WT 0.42 OZ (12g)

THIS PRODUCT IS
KETO CERTIFIED
KETOCERTIFIED.COM

60 Calories
50mg of Caffeine
3g Net Carbs
0g Sugar

AWAKE Perfect for that
3pm slump, our delicious
NO SUGAR ADDED Dark
Chocolate bites are only 60
calories each and contain
as much caffeine as half a
cup of joe without any
added sugar, we call it
KETO with a KICK!
USA , Oct. 2022



NATURAL & CLEAN LABEL



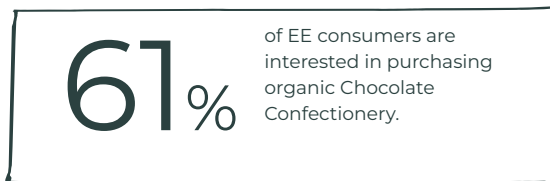
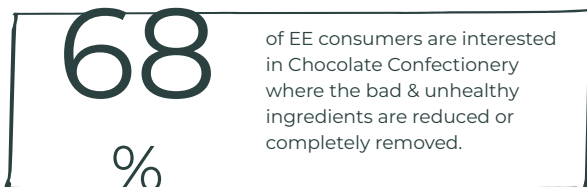
When looking for healthier chocolates, **less can be more.**

In that sense, consumers especially value:

- ✓ Natural and authentic ingredients
- ✓ Streamlined ingredient lists
- ✓ Free-from claims.



of EE consumers would love a pure chocolate, without **e-numbers or artificial flavors and colours.**



MINDFUL
indulgence



People will always want to treat themselves. Also people with specific dietary preferences still want to enjoy their chocolates.

Especially in cities, there is a rising demand for chocolate that fits dietary preferences, such as celiac-friendly, dairy-free and sugar-free.



Lauren V. Haas
Chef Chocolatier
United States

NATURAL & CLEAN LABEL



Trü Frü, Real fruit hyper chilled/dried covered in Ruby chocolate, nature's fruit & clean ingredients; Non GMO, Award- winning snack. USA, May 2022

MADE WITH **CLEAN INGREDIENTS**




Organic No Sugar Plant-Based Funky fat chocolates
Organic MCT oil chocolate, high fat. Spain, Mar. 2022




Siamaya chocolates
Natural, pesticide free, no GMO ingredients. Thailand, 2022




Taucherli Menschenliebe Chocolate
69% cocoa Natural & organic ingredients. Switzerland




Mason Cafe Latte Chocolate
Made with organic ingredients and coconut milk. It is vegan, gluten free & soy free. India




T-Select Go! Nuts
Pistachio Flavor, Natural, Gluten Free & No added colors. Canada, Apr. 2023




Buttermilk Powered Caramel Nougat Choccy Bars
“Treat yourself better. Palm oil free. Zero waste. Dairy free. Natural ingredients. Gluten free. No nasties. No artificial colors or flavors. Award-winning bars.” UK, Jun. 2023

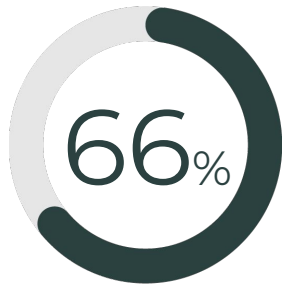


SUSTAINABILITY & TRACEABILITY



Consumers are more and more interested in how the entire chocolate process is made more **ethical for the farmers and more sustainable** when it comes to the manufacturing and the packaging.

Transparency and Traceability is a must to build trust towards consumers.



of EE consumers prefer Chocolate brands and products that allows them to do good for the people and the planet.

TOP 3 CLAIMS OF ALL PRODUCT LAUNCHES 2022 (1)

Ethical - packaging · **52%**

Ethical - human · **35%**

Ethical - environment · **24%**

50%

of global consumers actively seek out Sustainable produced Chocolate Confectionery.

MINDFUL
indulgence



“ People want to know to source of their chocolates. This is their number one criteria. They want to understand the whole bean to bar model and appreciate the transparency of it . For me, this model allows me to have full control of the recipe and the amount of other ingredients that we use in each creation. ”

Janice Wong
Chef Chocolatier
Singapore

SUSTAINABILITY & TRACEABILITY



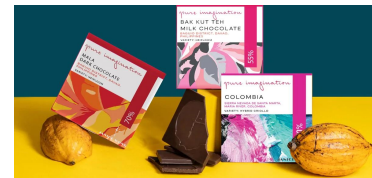
Moo free is a small family business, dedicated to using ethically sourced ingredients and recyclable packaging. Their factories send 0% waste to landfill and their wonderful team includes several amazing autistic people. UK, May 2023



Ben & Jerry's joins forces with **Tony's Chocolonely** to make chocolate 100% modern slavery free - With tasty, NEW chocolate and ice cream treats to celebrate. US Jan. 2023



ROSALIE'S premium chocolate bonbons & Cocoa Horizons. Good for you, good for the planet and good for cocoa farmers & their children. BELGIUM



Singapore's Pure Imagination, a range of small-batch bean-to-bar chocolate made with ethically sourced cocoa from Peru, Colombia, Ecuador, Thailand and the Philippines.



Estela 60% Cocoa Chocolate 100% organic and single-origin chocolate Naturally gluten-free. Supports the sustainability of different health programs and homes of the social works of Santo Hermano Pedro, who help more than 350,000. Guatemala, Apr. 2023



The Makea Moka bag is one of Fazer's bold efforts to reduce food loss. Fazer chocolate bars that don't meet weight requirements or contain enough flavoring, such as crushed nuts or toffee crumbs, will now be cut to pieces and bagged. Oct. 2022



Mauna Loa & Cocoa Horizons have partnered to invest in the farmers who produce the chocolate and to play a role in improving their communities. HAWAII



Nestle KitKat Orange Milk Chocolate Covered Wafer Fingers with recyclable packaging UK, Feb. 2023

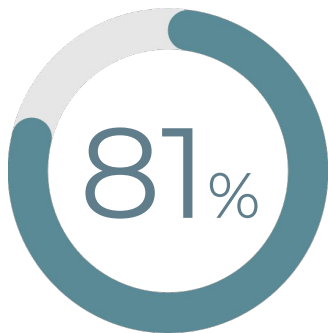


TRIPLE PLAY

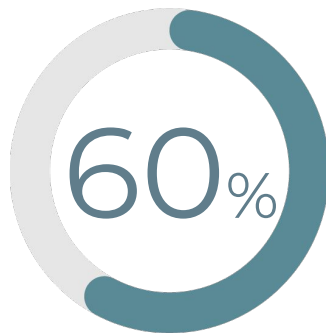


Consumers are looking for **Tasty, Good for me & Good for the planet** chocolates, that's the triple play.

To unlock this, we need to go to the source of the chocolate, the cacaofruit and make the most of it. While in the past, 70% of the cacaofruit was thrown away, we are now not only using its seeds (the beans) but also its fresh juicy pulp is upcycled to craft delicious chocolates, allowing consumers to make a positive impact with every bite.



of EE consumers say chocolates need to be tasty, good for me & good for the planet.



of EE consumers prefer chocolates that minimize waste and use upcycled ingredients.

MINDFUL
indulgence



Taste is the key element when it comes to chocolate consumption. But ticking off two more boxes as good for me and good for the planet is a triple win that I care about. Doing the right thing for the planet, even when it comes to creating chocolate products, is a step towards a better future.

Joël Perriard
Chef Chocolatier
Switzerland

TRIPLE PLAY



Lindt Excellence Cocoa Pure
Made 100% from the cacao fruit, nothing else. 82% from cocoa beans and 18% from cocoa pulp.
US 2023



Vine to Bar is a new company that takes fermented Chardonnay grapes—leftover after being pressed into juice—and mills them into a fine powder that's blended into dark chocolate. The final product is full of healthy flavonols and prominent fruit notes that temper the bitterness of the cacao.
USA, Jan. 2023



WAITROSE Whole Fruit Chocolate
100% pure cacaofruit



Blue Stripes
The chocolate industry wastes 70% of the cacao pod using the beans only.
USA, Sept. 2022



Marou Bar
Delicious, vegan & ethically-sourced. Marou commit to quality, while staying eco-conscious with 100% recyclable, plastic-free packaging.
Vietnam



Jeff de Bruges
A cacaofruit chocolate bonbon filled with cacaofruit coulis and enrobed in rich milk chocolate and sprinkled with cacao bean bits.
Belgium, Jul. 2023



Confiserie Vandenbulcke - Cabosse
Pralines with a fruity filling made with upcycled cacaofruit pulp
Winner of the ISM'22 Innovation Awards.
Belgium



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

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, almost 70% of global consumers would love a **healthy-boosted chocolate** (for example with macro/micronutrients).

Living the Healthier Life

71%

of EE consumers seek out for chocolate products that align with their desire for a healthier lifestyle.

Functional Foods

74%

of EE consumers are interested in chocolates with healthy or good for you ingredients.

Snacking is Changing

84%

of EE consumers would like to have snacks that are nutritional too and that provide them with energy.

Mental Care

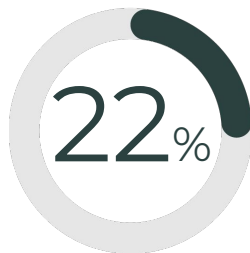
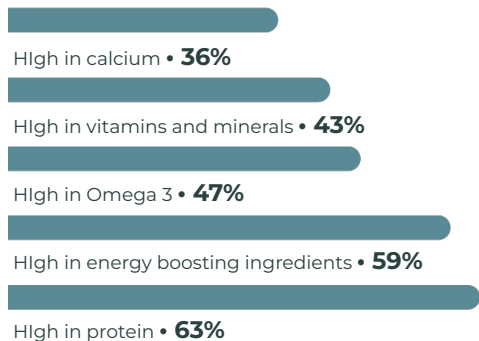
77%

of EE consumers would like chocolates that supports their mental health.

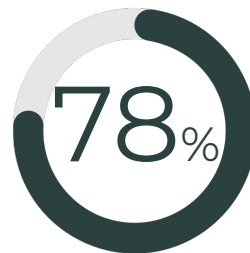
FUNCTIONAL CLAIMS HEALTHY INDULGENCE

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.

How appealing are the following claims related to chocolate products?⁽¹⁾



of EE consumers have purchased a probiotic in chocolate format in 2022



of global consumers would love a healthy boosting chocolate.

HEALTHY
indulgence



Consumers are very diversified in their demands when it comes to food & treats. From asking the most sinful chocolate cake to the most healthiest version of it. Even for our most sold products we have to come with a new and healthier version.

Vinesh Johny
Pastry Chef
India

FUNCTIONAL CLAIMS HEALTHY INDULGENCE



BEAUTY BAR Chocolate for inner peace, focus and glowing skin
Gluten free , Dairy free , Vegan, Paleo, Keto friendly, Organic and non-GMO.
US, Apr. 2023



Nick's
Loaded with prebiotic fibers that stimulate the growth of good gut bacteria and boost your immune system.
Sweden, Feb. 2023



Oobli The first-ever, sweet-protein-powered chocolate bars that are gut-friendly and diabetic-friendly. Uses a proprietary microbial fermentation process to produce nature-identical sweet proteins.
US, Dec. 2022



Goodness
Prebiotic milk chocolate
Improves gut health & absorption of vitamins & minerals.
India, Dec.2022



Glico GABA for Sleep Chocolate
Contains 100 mg of GABA (γ-aminobutyric acid), which is reported to improve quality of sleep.
Japan



Caim India's 1st Pro-Melatonin sleep formulation created using NO Synthetic Melatonin. A powerful synergistic blend of herbs that not only helps in boosting the production of natural melatonin in the body, but also improves quality of sleep



Awsum Zesty Orange
60 Percent Rich Dark Cocoa Chocolate Zero added sugar. High protein.11 essential vitamins and minerals. Power of ayurvedic super herbs. Ayurvedic wisdom. Wholesome goodness. 100% vegetarian. Natural energy. Brain fuel. Mood boost.
India, Feb. 2023



MELLO - Relaxing chocolate
Infused with botanicals Lemon balm and L-Theanine to help you unwind.

TOP CHOCOLATE

TRENDS

2024 & beyond

www.barry-callebaut.com