



TOP CHOCOLATE

TRENDS

2023 & beyond



LATIN AMERICA 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 **Latin America** is the fastest growing region in the world for chocolate confectionery, with volume forecast to grow 3.9% CAGR 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.



FORECAST
3.9
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 LATAM

Intense indulgence is still what drives consumers when it comes to chocolate. Different experiences, colors, flavors, textures and origins intrigue consumers and make each experience unique.

Experience

80%

of LATAM consumers say that they like food and drink products with new and unusual/exotic flavors.

Origin, crafted

67%

of LATAM consumers say they are more attentive to the country of origin of products.

Multi-sensoriality

53%

of LATAM consumers somewhat agree that they prefer Chocolate Confectionery or Chocolate Candy products that has multiple colors and is visually interesting.

Experience

Food choices are now signals of entire **lifestyles** as personal values intertwine with purchasing decisions and become a more important form of personal expression.

43%

of consumers want to try new and exciting chocolate experiences

51%

of LATAM consumers consider themselves to be adventurous when it comes to trying new products

“Consumers are becoming more demanding of the products that they purchase, even when it comes to everyday items, and want a genuine experience from the products that they buy.”

(FMCG GURUS TOP TEN TRENDS FOR 2022)

INTENSE
indulgence



Brazil, Apr 2022

Flormel, Caramel and Nuts Stuffed Candy

Gluten free. Zero added sugars. With natural sweeteners. Made with peanut butter. Perfect as a dessert and for special moments.



Chile, Feb 2022

Truffettes De France Truffles Fantaisie

Eclats De Caramel Au Beurre
UTZ Certified cocoa. Recyclable packaging.
Green Dot Certified.



Argentina, Apr 2022

Milka. Milk Chocolate Egg
With Wonder Woman Surprise
Easter edition.

Storytelling: origin, craft

Consumers want to be sure they can **enjoy their chocolate without harming the planet**. They also value local and artisanal production since they trust local producers to give them a Premium product.

43%

of the younger generation consumers in Brazil believe that chocolates that specify the origin of the cocoa are more premium

36%

of the younger generation consumers prefer Swiss Chocolate over regular chocolate

“Consumers value the local production and supplying to support local communities, reduce carbón footprint and they think origin gives product a more Premium perception”

(FMCG GURUS TOP TEN TRENDS FOR 2022)

INTENSE
indulgence



Brazil, Feb 2022

Danke. Memories Milk Chocolate With Caramel And Fleur De Sel

Child free labor. Fair trade. From fruit to chocolate. FSC mixed packaging. Recyclable paper box. Compostable film bar packaging.



Ecuador, Oct 2022

Milk chocolate with peanut butter and 37% cocoa. Premium milk. Natural contain traces of gluten and other nuts. Ecuador



Peru, Oct 2022

52% cocoa dark chocolate with mint flavor cream filling, in a 50g plastic flat pouch. Authentic chocolate.

Multi-sensoriality

COVID-19 impacted confectionery in different ways. **Unique textures and tastes** were used to amplify the sensory experience, which made consumers feel happy during a time of high stress. Are expected to continue in Confectionery new flavors, exciting flavor combinations and multiple textures.

62%

of LATAM consumers somewhat prefer Chocolate Confectionery or Chocolate Candy products that has multiple flavors

71%

of LATAM consumers somewhat prefer Chocolate Confectionery or Chocolate Candy products that has multiple textures

"Taste and enjoyment remain the main motivations for sampling products, and consumers want new and unusual flavors across food and drink categories which challenge their sensory perceptions and offer a heightened moment of indulgence."

(FMCG GURUS TOP TEN TRENDS FOR 2022)

INTENSE
indulgence



Chile, Mar 2022

Sarotti Tiamo 8 Fine Truffle Varieties Chocolate Assortment

White chocolate tropical truffle sprinkled with coconut flakes, dark chocolate truffle with blueberry filling, dark chocolate truffle with caramel filling, vanilla truffle enrobed with dark and white chocolate, milk chocolate truffle with smooth chocolate filling, cappuccino truffle enrobed with milk chocolate and decorated with coffee nibs, milk chocolate truffle with peach filling and white chocolate truffle with orange filling. UTZ certified cocoa.



Mexico, Mar 2022

De La Rosa Seleccion. Supreme Selection Chocolate Hazelnut Cream

A unique and unforgettable sensory experience. A fusion of dark chocolate with the best flavor fillings. Socially responsible company. Recyclable packaging.



Chile, Mar 2022

Lambertz Florentines. 8 Exquisite Specialties Refined With Chocolate

Fair trade cocoa. Green Dot Certified. RSPO certified sustainable palm oil.

Intense Indulgence Solutions

INTENSE
indulgence



Ruby Chocolate



Caramel Chocolate



Indulgent Fillings



Swiss Made



Single Origin



Decorations

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 LATAM

Mindful Indulgence is already a strong trend in Latin America. Despite of this trend has not yet reached a mass consumption, we see a constant increase in consumer's interest in chocolates that are good for them and for the planet.

Plant-based

5 in 10

of Brazilian consumers said that their consumption of plant-based / vegan chocolate has increased in the last 12 months.

Sustainable

67%

of Latam consumers somewhat agree that actively seek out sustainably produced Chocolate Confectionery or Chocolate Candy.

Healthy-boosted

51%

of Latam consumers strongly agree that would love a healthy-boosted Chocolate Confectionery or Chocolate Candy.

Lactose-free

41%

of Brazilian consumers said that their consumption of lactose-free chocolate has increased in the last 12 months.

Plant Based/Vegan/Dairy Free

Consumers continue to demand plant-based offerings across food and beverage categories for both their health and that of the planet, and is expected not only more vegan but a transition to more plant-based claims on confectionery products.

47%

of LATAM consumers somewhat agree that vegan or plant-based Chocolate Confectionery or Chocolate Candy is something they seek out to purchase

47%

of LATAM consumers somewhat agree that Dairy free Chocolate Confectionery or Chocolate Candy is better for them than those with dairy.

“Factors such as an ageing society and poor dietary and lifestyle traits mean that digestive health problems are becoming more common. [...] This is driving demand for products that aid the digestive system.”

(FMCG GURUS TOP TEN TRENDS FOR 2022)

MINDFUL
indulgence



Brazil, Feb 2022

Maré Chocolate 81%
Chocolate 81%,
sweetened with coconut
sugar.
Vegan, Plant-based



Brazil, Jan 2022

Arte. White Chocolate Plant Based And Extra Creamy
Vegan. 100% of the ingredients are of vegetable origin. Each bar is illustrated with themes about veganism, animal rights and nature. This bar is produced using the bean to bar model as the entire process is made by Arte Chocolate. Origin of cocoa: South of Bahia.



Peru, Feb 2022

Healthy Me. Organic Dark Chocolate 70 Percent
Organic and non-GMO. Vegan.
Gluten free. Omega-3.

Sustainable

Certifications, such as UTZ ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. Standards are set for areas of **forest management** and **chain-of-custody** through the supply chain.

67%

Of LATAM consumers somewhat agree that actively seek out sustainably produced Chocolate Confectionery or Chocolate Candy.

49%

of LATAM consumers strongly agree that when selecting a Chocolate Confectionery or Chocolate Candy, it must have a sustainable claim

“As people recognize that individual actions can help limit/reverse damage done to the planet, they are taking active steps to behave in a more sustainable manner”

(FMCG GURUS TOP TEN TRENDS FOR 2022)

MINDFUL
indulgence



El Salvador, Mar 2022

Belgid'Or Classic Cocoa Dusted Truffles With Salted Caramel Flavour

Rainforest Alliance Certified people and nature cocoa. EAC Certified. Green Dot Certified.



Costa Rica, Apr 2022

Choco Frutas Go Nuts. Milk Chocolate Filled With Peanut Butter And Toasted Rice
From Costa Rica. 50% of the profit will be donated to preserve nature.



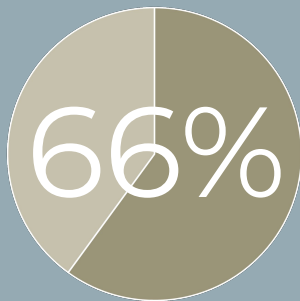
Brazil, Mar 2022

Uba Chocolate. Handmade Chocolate From South Of Bahia
62 Percent Cocoa With Brazil Nuts

Made in a small Uba factory powered by solar energy, with very low carbon emissions. Organic product. Lactose, soy and gluten free. No animal products.

Natural / Organic

Consumers increasingly value the **functionality, freshness and authenticity** of local food, because the pandemic elevated at-home cooking and awareness of the importance of one's local community.



of LATAM consumers somewhat agree that they are interested in purchasing organic Chocolate Confectionery or Chocolate Candy

Natural, organic, no additives or preservatives are the core clean label claims for 2022 according to Innova Marketing Insights.



Guatemala, Nov 2021

Pacari. Organic Chocolate 60 Percent Cocoa Esmeraldas

Organic chocolate. From tree to bar. Guaranteed fair trade. Vegan. Certified organic farming. Single region fine chocolate. Certified B Corporation. Gluten and soy free.



Brazil, Mar 2022

Uba Chocolate. Handmade Chocolate From South Of Bahia 62 Percent Cocoa With Brazil Nuts

Made in a small Uba factory powered by solar energy, with very low carbon emissions. Organic product. Lactose, soy and gluten free. No animal products.



Ecuador, Jan 2022

Arawi. 70 Percent Choco Mint Dark Chocolate With Mint

No salt. Certified organic farming. Gluten and lactose free. Vegan. Organic sugar. Non GMO.

Mindful Indulgence Solutions

MINDFUL
indulgence



No/Low/Reduced
Sugar Chocolate



Plant Based / Vegan /
Dairy Free Chocolate



Organic / Sustainably
Sourced



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 Latin America

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)

Immunity

54%

of LATAM consumers strongly agree that they would like a Chocolate Confectionery or Chocolate Candy that supports their immunity.

Mental Health

49%

of LATAM consumers strongly agree that they would like a Chocolate Confectionery or Chocolate Candy that supports their mental health.

Heart Health

52%

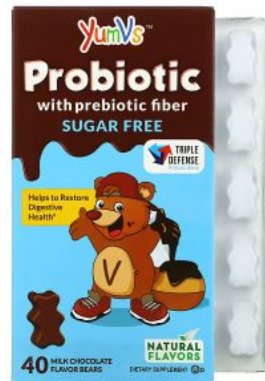
of LATAM consumers strongly agree that they would like a Chocolate Confectionery or Chocolate Candy that supports their heart health.

Healthy Indulgence is emerging in chocolate confectionery

Health goals are shifting with a greater focus on **disease management**, meaning that consumers are adopting a proactive and preventative approach to wellbeing. Proportion of consumers who say they have become more conscious about the importance of trying to prevent health problems occurring by leading a healthy lifestyle as a result of COVID-19.

Across Latin America, 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.

HEALTHY
indulgence



YumV's. Probiotic with Prebiotic Fiber
Milk Chocolate, Sugar Free, 40 Chewable Bears. They are coated to help target the full and active digestive system. Contains Prebiotic Fiber that helps promote probiotic effectiveness. YumVs Probiotic Plus Prebiotic Fiber contains three ingredients that are crucial for a healthy digestive system.



Dermapelle. Anti-Stress Chocolate

Chocolate 60% cocoa, sugar-free, gluten-free and lactose-free. The chocolates are based on Serenzo, which acts to reduce stress-induced inflammatory factors by inhibiting the expression of ICAM-1.



Purely Elizabeth, Ancient Grain Granola. Chocolate Sea Salt + Probiotics

Gluten-Free, 6 g Added Sugar Per 30 Serving Supports Digestive + Immune Health. Made with Organic Quinoa, Amaranth and Chia. Certified Vegan. Non GMO Project Verified. Certified NSF Gluten-Free. Certified B Corporation. Certified Organic by QAI.

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