

ChocoLogic™

The Chocolate Data You Crave

Here's a quick sampling of our in-depth, proprietary study which illuminates consumers' preferences, purchasing motivators, consumption behaviors and attitudes towards all things chocolate.



RESEARCH OVERVIEW

- Survey of chocolate consumers
- U.S. adults, ages 18-78

Unwrap Their True Desires

Our ChocoLogic™ research and deep insights uncover key consumer preferences and habits fueled and shaped by generation, gender, application and more.

CHOCOLATE

- PREFERENCES
- PURCHASING CONSIDERATIONS
- BEHAVIOR DRIVERS & ATTITUDES



Our Focus: Craveable Categories

CANDY

SNACKS

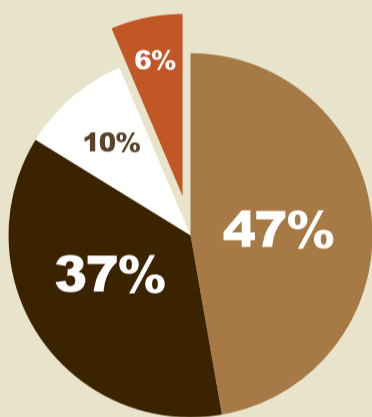
BAKERY

BEVERAGES

ICE CREAM

NUTRITION BARS

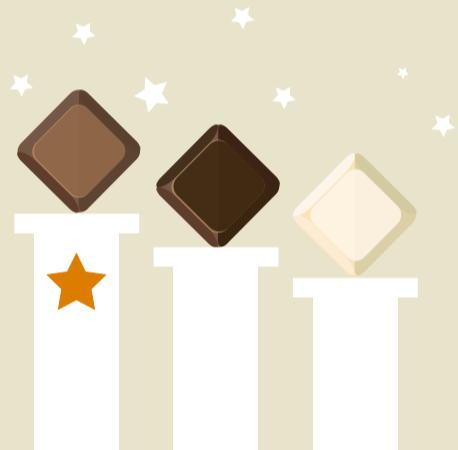
Chocolate tops the ingredient charts for familiarity and true universal appeal.



Chocolate Type is the Top Purchase Consideration

Nearly all consumers have a preference in chocolate type, with milk chocolate being the most universally favored at nearly 50%.

■ MILK ■ WHITE
■ DARK ■ NO PREFERENCE



DO CONSUMERS BELIEVE CHOCOLATE IS HEALTHY?



Among the many interesting findings within the complete ChocoLogic™ study is that consumer perception suggests chocolate has a role to play in better-for-you foods.

69%
of consumers believe chocolate has health benefits

1% T2B (U.S)

83%
of consumers believe chocolate is okay in moderation

52%
select dark chocolate because they believe "it's healthier"

Consumers Associate Chocolate with Physical and Mental Need States

Health-conscious consumers aren't just worried about physical wellbeing, but emotional wellbeing too. We found that for some consumers, chocolate helps both.



72%
of consumers agree "chocolate lifts my mood"



59%
of consumers agree "chocolate boosts my energy"

Top Motivators for Chocolate Consumption

HOLIDAYS



79%
say holidays provide a good excuse to indulge in chocolate

PERSONAL REWARDS



76%
use chocolate as a personal reward

SPECIAL OCCASIONS



77%
say special occasions provide an excuse to indulge in chocolate

SWEET TREATS



84%
eat chocolate as a sweet treat

THE COVID-19 FACTOR

ChocoLogic™ touches on today's greatest societal impact, COVID-19



~30%
of consumers report increasing their chocolate consumption as a result of COVID-19