

Aerated Chocolate Market By Type (Dark Chocolate, White Chocolate, Milk Chocolate) , By Aeration Method (Chemical Aeration, Mechanical Aeration) By Distribution Channel (Offline, Online) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The aerated chocolate market was valued at \$11.3 billion in 2023, and is projected to reach \$30.6 billion by 2033, growing at a CAGR of 10.7% from 2024 to 2033.

Aerated chocolate is type of confectionery product that is infused with gas bubbles to impart foam-like texture, distinguishing it from traditional solid chocolate bars. These chocolates provide enhanced sensory experience as they exhibit velvety consistency and melts instantly offering a creamy feel. Air bubbles of these chocolates help to distribute taste more evenly, thus enhancing the eating experience. Cadbury Dairy Milk Bubbly, Milka Luftschokolade, and Lindt Air Chocolate are some of the most popular brands that manufacture aerated chocolate.

The growth of the global aerated chocolate market is driven by surge in consumer demand for unique and indulgent eating experience and rise in sale of novel confectionery products. Moreover, increase in desire of consumers to have confectionery products without compromising on health and taste boosts the demand for aerated chocolates. Aerated chocolates contain fewer calories per unit volume as compared to regular chocolate, making it appealing to health-conscious consumers who want to enjoy chocolate with perceived lower caloric intake. Manufacturers are focusing on producing aerated chocolates with added health benefits, such as the inclusion of probiotics or reduced sugar content, aligning with the

growing consumer focus on health and wellness. Furthermore, challenges faced due to the complexity of the manufacturing process to achieve desired foam-like texture hamper the market growth. Despite lower calorie content per unit volume, aerated chocolate is still a confectionery product and can be associated with health concerns related to sugar and fat intake, which limits its adoption among health-conscious consumers, thus restraining the growth of the market. On the contrary, introduction of various flavors and infusing healthy ingredients are expected to offer remunerative opportunities for the growth of the market during the forecast period. In addition, strong marketing campaigns that highlight the unique qualities of aerated chocolate coupled with effective branding strategies to boost their sales are expected to open new avenues for the expansion of the market in the coming years. Moreover, ongoing research on manufacturing aerated chocolates under zero-gravity conditions and the use of different gases and their impact on the taste and texture of chocolates are projected to offer lucrative opportunities for the growth of the market. Zero-gravity conditions help to create more stable and evenly distributed bubbles throughout the chocolate mass as compared to normal gravity environment, in which these bubbles tend to rise to the surface and escape, thus affecting the uniformity and quality of the final product.

The aerated chocolate market is segmented by type, aeration method, distribution channel, and region. On the basis of type, the market is divided into dark chocolate, milk chocolate, and white chocolate. As per aeration method, it is segregated into chemical aeration and mechanical aeration. On the basis of distribution channel, it is bifurcated into offline and online. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By type, the aerated milk chocolate segment is expected to dominate the market by 2033.

On the basis of aeration method, the mechanical aeration segment is anticipated to gain high prominence in the coming years.

Depending on distribution channel, the online segment is projected to exhibit the highest growth during the forecast period.

Region wise, North America is likely to lead the aerated chocolate market in the near future.

Competition Analysis

Competitive analysis and profiles of the major players in the global aerated chocolate market include Alfred Ritter GmbH & Co. KG, Barry Callebaut AG, Cargill, Incorporated, Chocoladefabriken Lindt & Sprungli AG, Ferrer%li%International S.A, Hershey Foods Corporation, Kraft Foods Group, Inc., Mars Incorporated, Meiji Co., Ltd., and MONDELEZ INTERNATIONAL, INC. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships t%li%strengthen their foothold in the competitive market.

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Key Market Segments

By Type

Dark Chocolate

White Chocolate

Milk Chocolate

By Aeration Method

Chemical Aeration

Mechanical Aeration

By Distribution Channel

Offline

Online

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Alfred Ritter GmbH & Co. KG

Barry Callebaut AG

Cargill, Incorporated

Chocoladefabriken Lindt & Sprungli AG

Ferrer%li%International S.A

Hershey Foods Corporation

Kraft Foods Group, Inc.

Mars Incorporated

Meiji Co., Ltd

MONDELEZ INTERNATIONAL, INC.

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