

# **Global Hazelnut Chocolate Spread Market Size Study, By Product (Conventional, Organic), By Packaging (Jars, Bottles, Tubes), By Distribution Channel (Supermarkets, Convenience Stores, Online), And Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Hazelnut Chocolate Spread Market was valued at USD 5.22 billion in 2023 and is projected to grow at a CAGR of 5.4% over the forecast period 2024-2032. The market's expansion is primarily attributed to the rising consumer preference for premium and indulgent food products, which has led to increased demand for hazelnut chocolate spreads as a staple breakfast and dessert option. With growing disposable incomes, consumers are gravitating towards high-quality, gourmet spreads, fueling market growth.

The health-conscious consumer trend is also reshaping the landscape, with a surge in demand for organic and reduced-sugar alternatives. Organic hazelnut chocolate spreads, made with natural ingredients, free from artificial additives, and often enriched with nutrients like fiber and protein, are becoming increasingly popular. This shift is compelling manufacturers to innovate and introduce healthier variations, including vegan and gluten-free options, catering to diverse dietary preferences.

The e-commerce boom and digital transformation of retail have significantly expanded the market's reach. Online platforms provide consumers with access to a wider selection of products, competitive pricing, and convenience, which has accelerated online sales growth. While supermarkets and hypermarkets remain dominant distribution channels due to their widespread availability and consumer trust, direct-to-consumer (DTC) brands and online grocery platforms are disrupting traditional sales models.

Regionally, Europe holds a significant share of the market, particularly in Italy, France, and Germany, where hazelnut chocolate spreads have been ingrained in culinary traditions for decades. The Asia Pacific region is witnessing the fastest growth, driven by urbanization, rising middle-class incomes, and the increasing adoption of Western breakfast habits. As consumers embrace convenience-driven and indulgent food trends, the market continues to expand globally.

Despite its positive outlook, the market faces challenges such as fluctuating raw material costs, particularly cocoa and hazelnuts, which impact production expenses and pricing strategies. Moreover, rising dietary restrictions and preferences for low-sugar and dairy-free options necessitate continued product reformulation and innovation for sustained consumer engagement.

#### Major Market Players Included in This Report:

Ferrero International S.A.

The Hershey Company

Nestl? S.A.

Mondelez International, Inc.

NUTKAO S.r.l.

Dr. Oetker

Pernigotti S.p.A.

Valsoia

Rigoni di Asiago

Lindt & Spr?ngli

Biona Organic

Rapunzel Naturkost

CocoaVia

Nature's Path Foods

Syndigo

The Detailed Segments and Sub-segments of the Market Are Explained Below:

By Product:

Conventional

Organic

By Packaging:

Jars

Bottles

Tubes

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Convenience Stores

Specialty Stores

Online Retailers

## By Region:

### North America

U.S.

Canada

Mexico

### Europe

Germany

UK

France

Italy

Spain

### Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

### Central & South America

Brazil

Middle East & Africa

South Africa

Years Considered for the Study:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years (2022-2032)

Annualized revenues and regional-level analysis for each market segment

Detailed analysis of the geographical landscape with country-level data

Competitive landscape with major players in the market

Analysis of key business strategies and recommendations for future market approaches

Evaluation of the competitive structure of the market

Demand-side and supply-side analysis of the market

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