

Global Chocolate Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Chocolate, a popular confectionery product, holds a significant position in the global market. Defined as a sweet treat made from cocoa beans, chocolate comes in various forms such as bars, truffles, and cocoa powder. Its versatility and widespread appeal have established it as a staple in the food industry. The market for chocolate is characterized by its indulgence factor, diverse product offerings, and strong consumer demand.

As of 2023, the global chocolate market size stands at approximately \$130 billion. Projected to grow at a Compound Annual Growth Rate (CAGR) of 4.5% from 2024 to 2032, the market is expected to reach \$180 billion by the end of the forecast period. This growth can be attributed to several key drivers, including increasing disposable incomes, changing consumer preferences towards premium and artisanal chocolates, and the rising popularity of gifting chocolates on various occasions.

One prominent trend in the chocolate market is the shift towards healthier options. With a growing emphasis on health and wellness, consumers are seeking chocolates with lower sugar content, organic ingredients, and functional benefits like antioxidants. Dark chocolate, in particular, has witnessed a surge in demand due to its perceived health advantages. Manufacturers are responding to this trend by introducing sugar-free, vegan, and ethically sourced chocolate products to cater to health-conscious consumers.

Another notable trend is the rise of sustainable and ethical chocolate production. Consumers are becoming more aware of issues such as child labor and deforestation in

cocoa farming regions. As a result, there is a growing demand for chocolates that are certified as Fair Trade, Rainforest Alliance, or Organic. Companies are increasingly focusing on transparency in their supply chains and adopting sustainable practices to meet consumer expectations and contribute to social and environmental causes.

Furthermore, the premiumization of chocolate is driving market growth, with consumers willing to pay more for high-quality, unique, and luxury chocolate products. Artisanal chocolatiers and craft chocolate makers are gaining traction, offering handcrafted chocolates with distinct flavors, textures, and origins. This trend is reshaping the competitive landscape of the chocolate market, with a greater emphasis on storytelling, craftsmanship, and sensory experiences to attract discerning consumers.

In terms of regional market distribution, Europe and North America lead the global chocolate market, accounting for a significant share of consumption. Europe, particularly Switzerland and Belgium, is renowned for its premium chocolate brands and rich chocolate-making heritage. North America, with a strong presence of multinational chocolate companies, dominates in terms of market revenue. Asia-Pacific is emerging as a lucrative market for chocolate, driven by the growing middle-class population, urbanization, and increasing exposure to Western food trends.

Despite the promising growth prospects, the chocolate market faces challenges such as fluctuating cocoa prices, supply chain disruptions, and intensifying competition. Companies need to innovate continuously, focus on sustainability practices, and adapt to changing consumer preferences to maintain their competitive edge in the dynamic chocolate market landscape.

In conclusion, the chocolate market is poised for steady growth driven by evolving consumer preferences, health consciousness, sustainability concerns, and premiumization trends. To capitalize on these opportunities, chocolate manufacturers need to align their strategies with market dynamics, innovate responsibly, and deliver value-added products that resonate with the discerning tastes of modern consumers.

This report provides a deep insight into the global Chocolate market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and

strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Chocolate Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Chocolate market in any manner.

Global Chocolate Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Barry Callebaut

Stella Bernrain

Lindt

Chocolat Frey

Chocolats Halba

L?derach

Felchlin

Pfister Chocolatier

Favarger

Camillebloch

Alprose

Gysi

Cailler (Nestle)

Villars

Mondel?z International

Maestrani Schweizer Schokoladen

Confiserie Spr?ngli

Market Segmentation (by Type)

Dark Chocolate

Others

Market Segmentation (by Application)

Chocolate Bars

Flavoring Ingredient

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Chocolate Market

Overview of the regional outlook of the Chocolate Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Chocolate Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development

potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Chocolate

1.2 Key Market Segments

1.2.1 Chocolate Segment by Type

1.2.2 Chocolate Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 CHOCOLATE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Chocolate Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Chocolate Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 CHOCOLATE MARKET COMPETITIVE LANDSCAPE

3.1 Global Chocolate Sales by Manufacturers (2019-2024)

3.2 Global Chocolate Revenue Market Share by Manufacturers (2019-2024)

3.3 Chocolate Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Chocolate Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Chocolate Sales Sites, Area Served, Product Type

3.6 Chocolate Market Competitive Situation and Trends

3.6.1 Chocolate Market Concentration Rate

3.6.2 Global 5 and 10 Largest Chocolate Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 CHOCOLATE INDUSTRY CHAIN ANALYSIS

4.1 Chocolate Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF CHOCOLATE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 CHOCOLATE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Chocolate Sales Market Share by Type (2019-2024)

6.3 Global Chocolate Market Size Market Share by Type (2019-2024)

6.4 Global Chocolate Price by Type (2019-2024)

7 CHOCOLATE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Chocolate Market Sales by Application (2019-2024)

7.3 Global Chocolate Market Size (M USD) by Application (2019-2024)

7.4 Global Chocolate Sales Growth Rate by Application (2019-2024)

8 CHOCOLATE MARKET SALES BY REGION

8.1 Global Chocolate Sales by Region

8.1.1 Global Chocolate Sales by Region

8.1.2 Global Chocolate Sales Market Share by Region

8.2 Global Chocolate Market Size by Region

8.2.1 Global Chocolate Market Size by Region

8.2.2 Global Chocolate Market Size Market Share by Region

8.3 North America

8.3.1 North America Chocolate Sales by Country

8.3.2 North America Chocolate Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Chocolate Sales by Country

8.4.2 Europe Chocolate Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Chocolate Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Chocolate Market Size by Region

8.6.2 Asia Pacific Chocolate Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Chocolate Sales by Country

8.7.2 South America Chocolate Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Chocolate Sales by Region

8.8.2 Middle East and Africa Chocolate Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 CHOCOLATE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Chocolate by Region (2019-2024)
- 9.2 Global Chocolate Revenue Market Share by Region (2019-2024)
- 9.3 Global Chocolate Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Chocolate Production
 - 9.4.1 North America Chocolate Production Growth Rate (2019-2024)
 - 9.4.2 North America Chocolate Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Chocolate Production
 - 9.5.1 Europe Chocolate Production Growth Rate (2019-2024)
 - 9.5.2 Europe Chocolate Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Chocolate Production (2019-2024)
 - 9.6.1 Japan Chocolate Production Growth Rate (2019-2024)
 - 9.6.2 Japan Chocolate Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Chocolate Production (2019-2024)
 - 9.7.1 China Chocolate Production Growth Rate (2019-2024)
 - 9.7.2 China Chocolate Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Barry Callebaut
 - 10.1.1 Barry Callebaut Chocolate Basic Information
 - 10.1.2 Barry Callebaut Chocolate Product Overview
 - 10.1.3 Barry Callebaut Chocolate Product Market Performance
 - 10.1.4 Barry Callebaut Business Overview
 - 10.1.5 Barry Callebaut Chocolate SWOT Analysis
 - 10.1.6 Barry Callebaut Recent Developments
- 10.2 Stella Bernrain
 - 10.2.1 Stella Bernrain Chocolate Basic Information
 - 10.2.2 Stella Bernrain Chocolate Product Overview
 - 10.2.3 Stella Bernrain Chocolate Product Market Performance
 - 10.2.4 Stella Bernrain Business Overview
 - 10.2.5 Stella Bernrain Chocolate SWOT Analysis

10.2.6 Stella Bernrain Recent Developments

10.3 Lindt

10.3.1 Lindt Chocolate Basic Information

10.3.2 Lindt Chocolate Product Overview

10.3.3 Lindt Chocolate Product Market Performance

10.3.4 Lindt Chocolate SWOT Analysis

10.3.5 Lindt Business Overview

10.3.6 Lindt Recent Developments

10.4 Chocolat Frey

10.4.1 Chocolat Frey Chocolate Basic Information

10.4.2 Chocolat Frey Chocolate Product Overview

10.4.3 Chocolat Frey Chocolate Product Market Performance

10.4.4 Chocolat Frey Business Overview

10.4.5 Chocolat Frey Recent Developments

10.5 Chocolats Halba

10.5.1 Chocolats Halba Chocolate Basic Information

10.5.2 Chocolats Halba Chocolate Product Overview

10.5.3 Chocolats Halba Chocolate Product Market Performance

10.5.4 Chocolats Halba Business Overview

10.5.5 Chocolats Halba Recent Developments

10.6 L?derach

10.6.1 L?derach Chocolate Basic Information

10.6.2 L?derach Chocolate Product Overview

10.6.3 L?derach Chocolate Product Market Performance

10.6.4 L?derach Business Overview

10.6.5 L?derach Recent Developments

10.7 Felchlin

10.7.1 Felchlin Chocolate Basic Information

10.7.2 Felchlin Chocolate Product Overview

10.7.3 Felchlin Chocolate Product Market Performance

10.7.4 Felchlin Business Overview

10.7.5 Felchlin Recent Developments

10.8 Pfister Chocolatier

10.8.1 Pfister Chocolatier Chocolate Basic Information

10.8.2 Pfister Chocolatier Chocolate Product Overview

10.8.3 Pfister Chocolatier Chocolate Product Market Performance

10.8.4 Pfister Chocolatier Business Overview

10.8.5 Pfister Chocolatier Recent Developments

10.9 Favarger

- 10.9.1 Favarger Chocolate Basic Information
- 10.9.2 Favarger Chocolate Product Overview
- 10.9.3 Favarger Chocolate Product Market Performance
- 10.9.4 Favarger Business Overview
- 10.9.5 Favarger Recent Developments
- 10.10 Camillebloch
 - 10.10.1 Camillebloch Chocolate Basic Information
 - 10.10.2 Camillebloch Chocolate Product Overview
 - 10.10.3 Camillebloch Chocolate Product Market Performance
 - 10.10.4 Camillebloch Business Overview
 - 10.10.5 Camillebloch Recent Developments
- 10.11 Alprose
 - 10.11.1 Alprose Chocolate Basic Information
 - 10.11.2 Alprose Chocolate Product Overview
 - 10.11.3 Alprose Chocolate Product Market Performance
 - 10.11.4 Alprose Business Overview
 - 10.11.5 Alprose Recent Developments
- 10.12 Gysi
 - 10.12.1 Gysi Chocolate Basic Information
 - 10.12.2 Gysi Chocolate Product Overview
 - 10.12.3 Gysi Chocolate Product Market Performance
 - 10.12.4 Gysi Business Overview
 - 10.12.5 Gysi Recent Developments
- 10.13 Cailler (Nestle)
 - 10.13.1 Cailler (Nestle) Chocolate Basic Information
 - 10.13.2 Cailler (Nestle) Chocolate Product Overview
 - 10.13.3 Cailler (Nestle) Chocolate Product Market Performance
 - 10.13.4 Cailler (Nestle) Business Overview
 - 10.13.5 Cailler (Nestle) Recent Developments
- 10.14 Villars
 - 10.14.1 Villars Chocolate Basic Information
 - 10.14.2 Villars Chocolate Product Overview
 - 10.14.3 Villars Chocolate Product Market Performance
 - 10.14.4 Villars Business Overview
 - 10.14.5 Villars Recent Developments
- 10.15 Mondelez International
 - 10.15.1 Mondelez International Chocolate Basic Information
 - 10.15.2 Mondelez International Chocolate Product Overview
 - 10.15.3 Mondelez International Chocolate Product Market Performance

- 10.15.4 Mondel?z International Business Overview
- 10.15.5 Mondel?z International Recent Developments
- 10.16 Maestrani Schweizer Schokoladen
 - 10.16.1 Maestrani Schweizer Schokoladen Chocolate Basic Information
 - 10.16.2 Maestrani Schweizer Schokoladen Chocolate Product Overview
 - 10.16.3 Maestrani Schweizer Schokoladen Chocolate Product Market Performance
 - 10.16.4 Maestrani Schweizer Schokoladen Business Overview
 - 10.16.5 Maestrani Schweizer Schokoladen Recent Developments
- 10.17 Confiserie Spr?ngli
 - 10.17.1 Confiserie Spr?ngli Chocolate Basic Information
 - 10.17.2 Confiserie Spr?ngli Chocolate Product Overview
 - 10.17.3 Confiserie Spr?ngli Chocolate Product Market Performance
 - 10.17.4 Confiserie Spr?ngli Business Overview
 - 10.17.5 Confiserie Spr?ngli Recent Developments

11 CHOCOLATE MARKET FORECAST BY REGION

- 11.1 Global Chocolate Market Size Forecast
- 11.2 Global Chocolate Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Chocolate Market Size Forecast by Country
 - 11.2.3 Asia Pacific Chocolate Market Size Forecast by Region
 - 11.2.4 South America Chocolate Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Chocolate by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Chocolate Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Chocolate by Type (2025-2032)
 - 12.1.2 Global Chocolate Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Chocolate by Type (2025-2032)
- 12.2 Global Chocolate Market Forecast by Application (2025-2032)
 - 12.2.1 Global Chocolate Sales (K MT) Forecast by Application
 - 12.2.2 Global Chocolate Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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