

# Dark Chocolate Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/DBF159BEC77EN.html>

Date: July 2023

Pages: 142

Price: US\$ 2,499.00 (Single User License)

ID: DBF159BEC77EN

## Abstracts

### Market Overview:

The global dark chocolate market size reached US\$ 58.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 76.0 Billion by 2028, exhibiting a growth rate (CAGR) of 4.1% during 2023-2028.

Dark chocolate, also known as bittersweet or semisweet chocolate, is made from the seed of the cocoa tree. It comprises sugar, emulsifier, soy lecithin, vanilla, and cocoa butter, beans, and solids without added milk. It is rich in fiber, iron, zinc, magnesium, copper, phosphorus, selenium, manganese, flavonoids and antioxidants. As it improves the blood flow in arteries and significantly decreases blood pressure, dark chocolate finds extensive applications in the food and beverage (F&B), personal care, cosmetics, and pharmaceutical industries across the globe.

### Dark Chocolate Market Trends:

At present, there is a rise in the gifting of dark chocolates for birthdays, anniversaries, festivals and other special occasions. This, along with several medical advantages offered by dark chocolates, such as improving memory and the ability to focus and controlling anxiety levels, represents one of the key factors driving the market. Moreover, the wide availability of dark chocolates through online and offline stores around the world is propelling the growth of the market. In addition, key market players are considerably focusing on promotional campaigns through social media platforms. They are also investing in research and development (R&D) activities to launch limited edition seasonal chocolates worldwide. Apart from this, they are incorporating natural sugars, such as stevia and coconut sugars, to meet the requirements of health-

conscious consumers. This, coupled with inflating disposable incomes and changing dietary patterns of individuals, is strengthening the growth of the market. Additionally, dark chocolates are used in personal care products to reduce dark spots and pigmentation and keep skin glowing and healthy. They are also utilized in increasing the hair volume, improving hair quality, and preventing sun damage. Furthermore, the rising usage of dark chocolates in medicines for lowering cholesterol levels and improving sugar metabolism is projected to bolster the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global dark chocolate market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on distribution channel.

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Non-Grocery Retailers
- Others

#### Regional Insights:

- Western Europe
- North America
- Eastern Europe
- Aisa
- Latin America
- The Middle East and Africa
- Australasia

This report provides a deep insight into the global dark chocolate industry covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. The report also provides a comprehensive analysis for setting up a dark chocolate manufacturing plant. The study analyses the processing and manufacturing requirements, project cost,

project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, consultants, and all those who have any kind of stake or are planning to foray into the dark chocolate industry in any manner.

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players.

#### Key Questions Answered in This Report

1. What was the size of the global dark chocolate market in 2022?
2. What is the expected growth rate of the global dark chocolate market during 2023-2028?
3. What are the key factors driving the global dark chocolate market?
4. What has been the impact of COVID-19 on the global dark chocolate market?
5. What is the breakup of the global dark chocolate market based on the distribution channel?
6. What are the key regions in the global dark chocolate market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL CHOCOLATE INDUSTRY**

- 5.1 Market Overview
- 5.2 Market Performance
  - 5.2.1 Volume Trends
  - 5.2.2 Value Trends
- 5.3 Market Breakup by Region
- 5.4 Market Breakup by Product
- 5.5 Market Breakup by Packaging
- 5.6 Market Breakup by End-Use
- 5.7 Market Share of Key Players
- 5.8 Market Forecast

### **6 GLOBAL DARK CHOCOLATE INDUSTRY**

- 6.1 Market Overview

- 6.2 Market Performance
  - 6.2.1 Volume Trends
  - 6.2.2 Value Trends
- 6.3 Impact of COVID-19
- 6.4 Price Analysis
  - 6.4.1 Key Price Indicators
  - 6.4.2 Price Structure
  - 6.4.3 Price Trends
- 6.5 Market Breakup by Region
- 6.6 Market Breakup by Distribution Channel
- 6.7 Market Forecast
- 6.8 SWOT Analysis
  - 6.8.1 Overview
  - 6.8.2 Strengths
  - 6.8.3 Weaknesses
  - 6.8.4 Opportunities
  - 6.8.5 Threats
- 6.9 Value Chain Analysis
  - 6.9.1 Overview
  - 6.9.2 Cocoa Growers
  - 6.9.3 Cocoa Grinders
  - 6.9.4 Coverture/Industrial Chocolate Manufacturers
  - 6.9.5 End Use Industries
  - 6.9.6 Chocolate Manufacturers
  - 6.9.7 Distributors
  - 6.9.8 Exporters
  - 6.9.9 Retailers
- 6.10 Porters Five Forces Analysis
  - 6.10.1 Overview
  - 6.10.2 Bargaining Power of Buyers
  - 6.10.3 Bargaining Power of Suppliers
  - 6.10.4 Degree of Rivalry
  - 6.10.5 Threat of New Entrants
  - 6.10.6 Threat of Substitutes
- 6.11 Key Success and Risk Factors

## **7 PERFORMANCE OF KEY REGIONS**

### 7.1 Western Europe

- 7.1.1 Market Trends
- 7.1.2 Market Forecast
- 7.2 North America
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Eastern Europe
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Asia
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Latin America
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast
- 7.6 Middle East and Africa
  - 7.6.1 Market Trends
  - 7.6.2 Market Forecast
- 7.7 Australasia
  - 7.7.1 Market Trends
  - 7.7.2 Market Forecast

## **8 PERFORMANCE BY DISTRIBUTION CHANNEL**

- 8.1 Supermarkets and Hypermarkets
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Convenience Stores
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Non-Grocery Retailers
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast
- 8.4 Others
  - 8.4.1 Market Trends
  - 8.4.2 Market Forecast

## **9 COMPETITIVE LANDSCAPE**

## **10 DARK CHOCOLATE MANUFACTURING PROCESS**

- 10.1 Product Overview
- 10.2 Detailed Process Flow
- 10.3 Various Types of Unit Operations Involved
- 10.4 Mass Balance and Raw Material Requirements

## **11 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED**

- 11.1 Land, Location and Site Development
- 11.2 Construction Requirements and Expenditures
- 11.3 Plant Machinery
- 11.4 Machinery Pictures
- 11.5 Raw Materials Requirements and Expenditures
- 11.6 Raw Material and Final Product Pictures
- 11.7 Packaging Requirements and Expenditures
- 11.8 Transportation Requirements and Expenditures
- 11.9 Utilities Requirements and Expenditures
- 11.10 Manpower Requirements and Expenditures
- 11.11 Other Capital Investments

## **12 DARK CHOCOLATE MANUFACTURING PLANT: LOANS AND FINANCIAL ASSISTANCE**

## **13 DARK CHOCOLATE MANUFACTURING PLANT: PROJECT ECONOMICS**

- 13.1 Capital Cost of the Project
- 13.2 Techno-Economic Parameters
- 13.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 13.4 Taxation and Depreciation
- 13.5 Income Projections
- 13.6 Expenditure Projections
- 13.7 Financial Analysis
- 13.8 Profit Analysis

## **14 KEY PLAYER PROFILES**

## List Of Tables

### LIST OF TABLES

Table 1: Global: Chocolate Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Dark Chocolate Market: Key Industry Highlights, 2022 and 2028

Table 3: Global: Dark Chocolate Market Forecast: Breakup by Region (in '000 Tons), 2023-2028

Table 4: Global: Dark Chocolate Market Forecast: Breakup by Distribution Channel (in '000 Tons), 2023-2028

Table 5: Global: Dark Chocolate Market: Competitive Structure

Table 6: Dark Chocolate Manufacturing Plant: Raw Material Requirements (in Tons/Day)

Table 7: Dark Chocolate Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 8: Dark Chocolate Manufacturing Plant: Costs Related to Civil Works (in US\$)

Table 9: Dark Chocolate Manufacturing Plant: Machinery Costs (in US\$)

Table 10: Dark Chocolate Manufacturing Plant: Raw Material Requirements (in Tons/Day) and Expenditures (US\$/Ton)

Table 11: Dark Chocolate Manufacturing Plant: Costs Related to Utilities (in US\$)

Table 12: Dark Chocolate Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 13: Dark Chocolate Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 14: Dark Chocolate Manufacturing Plant: Capital Costs (in US\$)

Table 15: Dark Chocolate Manufacturing Plant: Techno-Economic Parameters

Table 16: Dark Chocolate Manufacturing Plant: Taxation (in US\$)

Table 17: Dark Chocolate Manufacturing Plant: Depreciation (in US\$)

Table 18: Dark Chocolate Manufacturing Plant: Income Projections (in US\$)

Table 19: Dark Chocolate Manufacturing Plant: Expenditure Projections (in US\$)

Table 20: Dark Chocolate Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in US\$)

Table 21: Dark Chocolate Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 22: Dark Chocolate Manufacturing Plant: Profit and Loss Account (in US\$)



## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Dark Chocolate Market: Major Drivers and Challenges
- Figure 2: Global: Chocolate Market: Sales Volume (in '000 Tons), 2017-2022
- Figure 3: Global: Chocolate Market: Sales Value (in Billion US\$), 2017-2022
- Figure 4: Global: Chocolate Market: Breakup by Region (in %), 2022
- Figure 5: Global: Chocolate Market: Breakup by Product (in %), 2022
- Figure 6: Global: Chocolate Market: Breakup by Packaging (in %), 2022
- Figure 7: Global: Chocolate Market: Breakup by End-Use (in %), 2022
- Figure 8: Global: Chocolate Market: Share of Key Players (in %), 2022
- Figure 9: Global: Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 10: Global: Chocolate Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 11: Global: Dark Chocolate Market: Sales Volume (in '000 Tons), 2017-2022
- Figure 12: Global: Dark Chocolate Market: Sales Value (in Billion US\$), 2017-2022
- Figure 13: Dark Chocolate Market: Price Structure
- Figure 14: Global: Dark Chocolate Market: Average Prices (in US\$/Ton), 2017-2022
- Figure 15: Global: Dark Chocolate Market Forecast: Average Prices (in US\$/Ton), 2023-2028
- Figure 16: Global: Dark Chocolate Market: Breakup by Region (in %), 2022
- Figure 17: Global: Dark Chocolate Market: Breakup by Distribution Channel (in %), 2022
- Figure 18: Global: Dark Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 19: Global: Dark Chocolate Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 20: Global: Dark Chocolate Industry: SWOT Analysis
- Figure 21: Global: Dark Chocolate Industry: Value Chain Analysis
- Figure 22: Global: Dark Chocolate Industry: Porter's Five Forces Analysis
- Figure 23: Global: Dark Chocolate Market Forecast: Breakup by Region (in %), 2028
- Figure 24: Western Europe: Dark Chocolate Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 25: Western Europe: Dark Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 26: North America: Dark Chocolate Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 27: North America: Dark Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 28: Eastern Europe: Dark Chocolate Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 29: Eastern Europe: Dark Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 30: Asia: Dark Chocolate Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 31: Asia: Dark Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 32: Latin America: Dark Chocolate Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 33: Latin America: Dark Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 34: Middle East and Africa: Dark Chocolate Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 35: Middle East and Africa: Dark Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 36: Australasia: Dark Chocolate Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 37: Australasia: Dark Chocolate Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 38: Global: Dark Chocolate Market: Sales through Supermarkets and Hypermarkets (in '000 Tons), 2017 & 2022

Figure 39: Global: Dark Chocolate Market Forecast: Sales through Supermarkets and Hypermarkets (in '000 Tons), 2023-2028

Figure 40: Global: Dark Chocolate Market: Sales through Convenience Stores (in '000 Tons), 2017 & 2022

Figure 41: Global: Dark Chocolate Market Forecast: Sales through Convenience Stores (in '000 Tons), 2023-2028

Figure 42: Global: Dark Chocolate Market: Sales through Non-Grocery Retailers (in '000 Tons), 2017 & 2022

Figure 43: Global: Dark Chocolate Market Forecast: Sales through Non-Grocery Retailers (in '000 Tons), 2023-2028

Figure 44: Global: Dark Chocolate Market: Sales through Other Distribution Channels (in '000 Tons), 2017 & 2022

Figure 45: Global: Dark Chocolate Market Forecast: Sales through Other Distribution Channels (in '000 Tons), 2023-2028

Figure 46: Dark Chocolate Manufacturing: Detailed Process Flow

Figure 47: Dark Chocolate Manufacturing: Conversion Rate of Feedstocks

Figure 48: Dark Chocolate Manufacturing: Breakup of Capital Costs (in %)

Figure 49: Dark Chocolate Production: Manufacturing Cost Breakup (in %)

## Figure 50: Dark Chocolate Manufacturing Plant: Margins Across Various Stages of the Supply Chain

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