

Dark Chocolate Market Report by Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Non-Grocery Retailers, and Others), and Region 2024-2032

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Abstracts

The global dark chocolate market size reached US\$ 61.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 87.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3.9% during 2024-2032. The significant expansion of the online retailing and e-commerce sector, rising consumption of packaged goods, escalating demand for premium and luxury chocolate products, and the introduction of flavored product variants are some of the major factors propelling the market.

Dark chocolate is a type of chocolate that is made primarily from cocoa solids, cocoa butter, and small amounts of sugar. It is characterized by its rich cocoa content as compared to other types of chocolate. The higher cocoa content contributes to its rich and intense flavor profile, often described as bittersweet or semi-sweet. Dark chocolate can have varying percentages of cocoa, with higher percentages indicating a more pronounced cocoa flavor and less sweetness. It is widely enjoyed by consumers around the world for its deep, complex taste and is commonly consumed as a standalone treat or used in bakery goods and confectionery items. Dark chocolate is also known for its potential health benefits, as it contains good amounts of antioxidants and flavonoids that may have a positive impact on cardiovascular health and overall well-being of individuals.

The increasing consumer awareness and preference for healthier food choices will stimulate the growth of the market during the forecast period. Dark chocolate is perceived as a better alternative to milk chocolate owing to its higher cocoa content and potential health benefits. Moreover, the rising number of consumers seeking higher-

quality and indulgent products such as dark chocolate due to the inflating disposable incomes, evolving tastes, and changing dietary preferences, is positively influencing the market growth. Apart from this, the rapid proliferation of e-commerce and online retail platforms has made dark chocolate more easily accessible to a wider consumer base, which in turn has catalyzed the market growth. Additionally, the emerging trend of clean-label and natural ingredients has accelerated the adoption of dark chocolate as it is often associated with being free from artificial additives and having a simpler ingredient list. Furthermore, the increasing marketing and promotional efforts by key players emphasizing the unique flavors, origin, and sustainability aspects of dark chocolate has augmented the product demand.

Dark Chocolate Market Trends/Drivers:

Rise in health consciousness among the masses

The rising emphasis on health and wellness has been a significant driver of the market for dark chocolate. Consumers are increasingly becoming aware of the potential health benefits associated with the regular consumption of dark chocolate. Dark chocolate contains higher quantities of cocoa solids, which are rich in antioxidants, flavonoids, and minerals. These components have been linked to numerous health advantages, including improved heart health, antioxidant properties, and potential mood-enhancing effects. Furthermore, the inclusion of dark chocolate in popular diets, such as the Mediterranean diet, and its recognition as a permissible treat in moderation have catalyzed its demand among health-conscious consumers who are seeking a balance between their fitness goals and indulgent cravings.

Premiumization and indulgence

The growing demand for premium and indulgent chocolate experiences is creating a favorable outlook for the market. Dark chocolate is typically associated with a sophisticated and refined taste profile due to its intense, bittersweet flavor. The perception of higher cocoa content and the complex flavor notes derived from different cocoa bean origins contribute to its premium image. Consumers who are seeking a luxurious and indulgent treat are drawn to the richness and depth of dark chocolate, augmenting the product demand. The market has responded to this rise in demand by offering a wide range of dark chocolate products with varying cocoa content, flavor infusions, and premium packaging options, catering to the desires and evolving preferences of consumers. Moreover, the emerging trend of product premiumization and increasing consumer spending on luxury chocolates for gifting purposes are contributing to market growth.

Growing consumer awareness about the product origin

A surge in consumer awareness regarding sourcing, sustainability, and ethical considerations pertaining to food products has impacted the market. There is an increase in demand for dark chocolate products made from sustainably sourced cocoa beans and produced under fair trade practices. Consumers today are seeking transparency and accountability from dark chocolate manufacturers, favoring brands that prioritize ethical sourcing, environmental sustainability, and social responsibility. This awareness extends to aspects such as organic certifications, direct trade relationships with farmers, and efforts to support cocoa farming communities. Dark chocolate brands that align with these values have gained immense popularity among conscientious consumers who want their indulgence to be in harmony with their ethical and environmental concerns.

Dark Chocolate Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global dark chocolate market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on distribution channel.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Non-Grocery Retailers

Others

The majority of the dark chocolates are distributed through supermarkets and hypermarkets

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, non-grocery retailers, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets offer a wide range of dark chocolate options to consumers, making them easily accessible and available worldwide. With dedicated confectionery sections, these stores provide a one-stop shopping experience for customers, allowing them to explore various brands and flavors of dark chocolate.

Convenience stores play a vital role in the distribution of dark chocolate, particularly for impulse purchases. They offer greater convenience and accessibility to consumers looking for a quick chocolate fix on-the-go, with a selection of popular dark chocolate brands and smaller-sized bars or packets.

Non-grocery retailers, such as specialty chocolate shops, gourmet stores, and online platforms, cater to the discerning dark chocolate connoisseurs. These distribution channels provide a diverse variety of premium dark chocolate options, such as artisanal and craft brands, and often emphasize unique and exotic flavors, bean origins, and ethical sourcing, targeting consumers seeking high-quality and distinctive dark chocolate experiences.

Breakup by Region:

Western Europe

North America

Eastern Europe

Aisa

Latin America

The Middle East and Africa

Australasia

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include Western Europe, Eastern Europe, Asia, Latin America, Middle East and Africa, and Australasia. According to the report, North America was the largest market for dark chocolate.

Western Europe is a major contributor to the dark chocolate market, due to the presence of countries like Switzerland, Belgium, and France that are renowned for their high-quality chocolate production and consumption.

The North America region has witnessed significant rise in dark chocolate consumption due to the increasing health consciousness among the masses and rising consumer preference for premium chocolate products, with brands focusing on unique flavors, organic options, and ethical sourcing.

Dark chocolate consumption has been steadily rising in Eastern Europe, driven by

changing consumer preferences, growing awareness about the health benefits of dark chocolate, and the introduction of innovative dark chocolate varieties by local and international brands.

The Asia region is also experiencing a surge in dark chocolate consumption as consumers embrace Western influences, seek healthier alternatives, and appreciate the unique flavors.

Latin America plays a vital role in the dark chocolate market, both as a supplier of high-quality cocoa beans and as a consumer market.

The Middle East and Africa region is also witnessing an increase in demand for dark chocolate, fueled by rapid urbanization, rising consumer disposable incomes, and growing appreciation for premium chocolate products.

Meanwhile, dark chocolate consumption in Australasia is influenced by the growing health-conscious population, product premiumization trends, and the shifting consumer preference toward sustainably and ethically sourced products.

Competitive Landscape:

The market is experiencing a lower-than-anticipated demand compared to pre-pandemic levels however, this is likely to witness a paradigm shift over the next decade with the introduction of plant-based dark chocolate, appealing to individuals who are following vegan or dairy-free diets. The market is witnessing a steady increase in the sales of dark chocolate owing the infusion of healthy ingredients such as probiotics, adaptogens, and superfoods, enhancing the health benefits offered by dark chocolate. Furthermore, the rise of single-origin and bean-to-bar dark chocolates showcases the distinct flavors and origins of cocoa beans, promoting transparency and fair-trade practices. Additionally, several key players are focusing on further reducing the sugar content in dark chocolate without compromising its taste, using natural sweeteners or sugar alternatives. We also expect the market to witness new entrants, consolidation of product portfolios, and increased collaborations and partnerships among industry players to drive healthy competition within the domain.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided.

Key Questions Answered in This Report

1. What was the size of the global dark chocolate market in 2023?
2. What is the expected growth rate of the global dark chocolate market during 2024-2032?
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?

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