

# Italy Chocolate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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## Abstracts

The Italy Chocolate Market size is estimated at 2.76 billion USD in 2024, and is expected to reach 3.78 billion USD by 2030, growing at a CAGR of 5.38% during the forecast period (2024-2030).

Widespread retail network providing accessibility to full range chocolates brands drove the domination of Supermarket/ hypermarket and convenience stores together holding almost 75% value share in 2023

Among different distribution channels, supermarkets and hypermarkets are considered the primary sales channels for chocolate products across the country. Together, they held more than 46.2% of the overall retail sales in 2023. The major reason behind this was the strong penetration of popular supermarkets and hypermarket chains and consumers' bulk buying behavior due to heavy discounts from these stores. Conad, Selex, Coop, Vege, Agora, and Carrefour were the popular chains in Italy. As of 2021, Conad had 3,332 stores across the country.

Convenience stores are the second most widely preferred distribution channel for chocolate purchases after supermarkets and hypermarkets. The sales of chocolate confectionery through convenience stores are estimated to register volume growth of 14.36% during 2024-2027, with a 29.2% volume share in 2027. The broader reach and easy access to private label brands drive the consumer preference for traditional grocery stores over other retail channels. Chocolate sales are estimated to record the highest CAGR through convenience stores, reaching a sales value of USD 1,124.47 million in 2030.

In response to the rising number of online shopping, the increasing number of online retailers is anticipated to drive online sales of chocolates during the forecast period. In 2022, there were 50.85 million internet users in Italy, and the country's internet penetration rate stood at 84.3%. Chocolate sales through online channels are estimated to register a CAGR of 6.24% during the forecast period, reaching USD 531.45 million in 2030. Eataly, Venchi, Cioccolato Lindt, IperEspresso, and Gobino are key online retailers delivering chocolates throughout Italy. They offer various discounts and coupons to consumers.

### Italy Chocolate Market Trends

The strong presence of leading local chocolate manufacturers in Italy is the key factor for the higher consumption

The Italian chocolate industry has a long tradition of high-quality products. Italy manufactures the most traditional chocolate companies in the world. The country's artisanal chocolate makers offer a wide range of chocolate bars, resulting in the growth of consumer density.

In Italy, under product attributes, consumers are significantly focusing on brand image. Around 78% of the total population prefers chocolates with a greater brand image.; Packaging is considered the second most important product attribute for confectionery products, which determines the likelihood of purchasing.

In 2023, chocolate products witnessed a hike in their sales by 4.5% compared to 2022. The sales growth is linked to the availability of unique chocolates with varied prices.; Under the chocolate segment, dark chocolate has been gaining a significant volume of popularity in 2022 as consumers prefer dark chocolate over milk and white chocolate.

In Italy, the consumption of chocolate is generally viewed from a health perspective with a mix of opinions. While chocolate is a popular treat enjoyed by many, there are considerations regarding its health benefits and potential drawbacks.

### Italy Chocolate Industry Overview

The Italy Chocolate Market is fairly consolidated, with the top five companies occupying

68.61%. The major players in this market are Chocoladefabriken Lindt & Sprüngli AG, Ferrero International SA, Gruppo Elah Dufour SpA, Mars Incorporated and Nestlé SA (sorted alphabetically).

Additional Benefits:

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