

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

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Abstracts

The UK Chocolate Market size is estimated at 11.84 billion USD in 2024, and is expected to reach 16.20 billion USD by 2030, growing at a CAGR of 5.37% during the forecast period (2024-2030).

Broader reach and easy access to multiple brands drove chocolate sales in the United Kingdom, with Supermarket/hypermarkets and convenience stores making almost 80% of market share in 2023

Supermarkets/hypermarkets have always maintained a strong lead in confectionery sales in the region. Chocolate is a largely sold confection through supermarkets and hypermarkets, with a market volume share of 50.89% in 2022. Strategic product positioning on dedicated shelves for the confectionery category influences impulse purchase behavior among potential consumers. Casino Supermarkets, Aldi, Super U, and Lidl are some of the leading grocery store operators in the region. A nationwide network of these operators allows easy access to local and mainstream confectionery brands. As of 2023, Lidl operates more than 1500 stores in the United Kingdom. Sainsbury operates around 2,869 supermarkets across the country.

Convenience stores are the second most widely preferred distribution channel for chocolate purchases after supermarkets and hypermarkets. The volume of sales of chocolates through convenience stores is estimated to register 38.96% volume share in 2024. Broader reach and easy access to private-label brands drive consumer preference for traditional grocery stores over other retail channels. Dark chocolate sales are estimated to grow at the highest CAGR through convenience stores, reaching a

sales value of USD 161.98 million in 2030.

The online channel is projected to be the fastest-growing distribution channel for chocolates, with an anticipated CAGR of 6.13% in value during the forecast period. The increasing number of internet users influences the evolving role of online channels in grocery purchases. In 2021, 88% of UK consumers aged 16 to 74 bought online goods or services for personal use.

UK Chocolate Market Trends

Strong demand during various festive seasons and especially occasions like Christmas, easter, and others, along with the introduction of innovative flavors, drive the market growth

The United Kingdom has a significant affinity for chocolate and has a long tradition of chocolate consumption. In 2022, globally, the country ranked 7th largest consumer of chocolate and 4th in Europe.

Consumer Preference for different flavor profiles associated with innovative flavors in chocolate products is a major factor driving the market in the country. As of 2022, one in six people in the United Kingdom consumed chocolate every day, while only 5% of consumers in the country do not eat chocolate.

Pricing is one of the crucial factors influencing the consumer's chocolate buying behavior in the United Kingdom. Chocolates are available at various prices in the Country. In 2022, the retail price of average chocolate stood at USD 4, and higher-end chocolate ranged at more than 74.9.

Consumers in the country prefer various types of chocolate bars, including milk chocolate and dark chocolate, due to the health benefits associated with it. In 2022, 67% of consumers in the United Kingdom opted for milk chocolate, 22% of consumers consumed dark chocolate, and just 11% preferred white chocolate.

UK Chocolate Industry Overview

The UK Chocolate Market is moderately consolidated, with the top five companies occupying 51.93%. The major players in this market are Chocoladefabriken Lindt &

Spr?ngli AG, Ferrero International SA, Mars Incorporated, Mondel?z International Inc.
and Nestl? SA (sorted alphabetically).

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