

Chocolate Market in the U.S.: Trends and Opportunities in Premium, Gourmet and Mass Chocolate Products

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Abstracts

The U.S. chocolate market is a mature, differentiated and exacting market, which makes distinguishing yourself a challenge to marketers of chocolate products.

Packaged Facts' new report, ***The Chocolate Market in the U.S.: Trends and Opportunities in Premium, Gourmet and Mass Chocolate Products*** examines the current state of the industry and how the market will evolve over the next five years.

Chocolate marketers today are drawing inspiration from other segments of the food and beverage industry in an effort to boost sales - witness chocolates that feature super fruits, functional ingredients, savory touches and ethnic flavors. And chocolate product trends that worked in the past - single-source cocoa, high cocoa content, for example - may not be effective techniques for driving sales in the future.

Written by veteran chocolate market analyst Curtis Vreeland, ***The Chocolate Market in the U.S.*** looks at the myriad factors affecting chocolate retailing and consumption. For example, the report examines:

What impact has the recession had on this \$17.3 billion industry?

How has product development changed to reflect evolving consumer taste buds and budgets?

What constitutes "premium" and "gourmet" products in the chocolate market today?

Have consumers changed their buying habits in the face of economic uncertainty?

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