

# **Australia Chocolate Market, By Type (Milk Chocolate, Dark Chocolate and White Chocolate), By Category (Tablets, Countline, Boxed Chocolates, and Others (Assorted Chocolates, Chocolate Pouches & Bags, etc.)), By Distribution Channel (Departmental Stores, Convenience Stores/Forecourt Retailers, Supermarket/Hypermarket, Online, and Others (Specialty Stores, Duty-free Shops, Kiosks, Pharmacies, etc.)), By Region, Competition, Forecast & Opportunities, 2017-2027**

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## **Abstracts**

Australia chocolate market stood at USD3451.05 million in 2021 and is expected to grow with a CAGR of 7.79% in the forecast period, 2023-2027. The market is expected to reach a market value of USD5402.23 million by 2027, growing on account of surging demands among the population related to premium products and exquisite sweets. Increasing disposable income among the population and surging demands from the young population are further driving the growth of the Australia chocolate market in the upcoming five years. Gourmet products, rich nutrient-filled chocolates, variant shapes, sizes, and influenced consumer preferences are also supporting the growth of the Australia chocolate market in the next five years. Moreover, the rapidly growing e-commerce industry and increasing product line variants due to consistent efforts from the market players and global giants are also responsible for the growth of the Australia chocolate market in the future five years. Also, changing lifestyle of consumers, increasing awareness about health benefits are aiding the growth of the Australia chocolate market in the forecast years. Additionally, increasing demands for organic

products due to their claims for higher nutritional content and healthier alternatives substantiates the growth of the Australia chocolate market in the forecast years until 2027.

The Australia chocolate market is segmented based on product type, category, distribution channel, region, and competition landscape. Based on product type, the market is further fragmented into milk chocolates, dark chocolates, and white chocolates. Milk chocolates are anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years on account of increasing demands from the children and young adult population. Children are more inclined toward the sugary, milky flavor of the chocolates and since major chocolate brands have traditionally started with milk chocolates, the sales of the same are higher than dark or white chocolate. Dark chocolates are also anticipated to hold significant shares of the market, growing due to the recent launches of dark chocolates. Surging new market players with multiple variants and options incorporated with dark chocolate products are anticipated to drive the growth of the market in the next five years.

Mondelēz Australia Pty. Ltd., Mars Australia Pty. Ltd., Lindt & Sprüngli (Australia) PTY LTD, Nestlé Australia Limited, Ferrero Australia Pty. Ltd., Monsieur Truffe, Darrell Lea Confectionery Co. Pty. Ltd., Haigh Pty. Ltd., Stuart Alexander & Co Pty Ltd., J.H. Whittaker & Sons (Aust) Limited, etc., are among the major market players in the Australia platform that lead the market growth of the Australia chocolate market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023-2027

Objective of the Study:

To analyze the historical growth in the market size of Australia chocolate market from 2017 to 2021.

To estimate and forecast the market size of Australia chocolate market from 2022 to 2027 and growth rate until 2027.

To classify and forecast Australia chocolate market based on type, category, distribution channel, region, and competition landscape.

To identify dominant region or segment in the Australia chocolate market.

To identify drivers and challenges for Australia chocolate market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia chocolate market.

To identify and analyze the profile of leading players operating in Australia chocolate market.

To identify key sustainable strategies adopted by market players in Australia chocolate market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of Australia chocolate market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

**Key Target Audience:**

*Australia Chocolate Market, By Type (Milk Chocolate, Dark Chocolate and White Chocolate), By Category (Tablets...*

Manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to chocolate

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, Australia chocolate market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Australia Chocolate Market, By Type:

Milk Chocolate

Dark Chocolate

White Chocolate

#### Australia Chocolate Market, By Category:

Tablets

Countline

Boxed Chocolates

Others

#### Australia Chocolate Market, By Distribution Channel:

Departmental Stores

Convenience Stores/Forecourt Retailers

Supermarket/Hypermarket

Online

Others

Australia Chocolate Market, By Region:

Northern Australia

Tasmania

South Australia

Western Australia

Queensland

Victoria

New South Wales

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia chocolate market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

*Australia Chocolate Market, By Type (Milk Chocolate, Dark Chocolate and White Chocolate), By Category (Tablets...*

Detailed analysis and profiling of additional market players (up to five).

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