

Australia Chocolate Market, By Product Type (Milk, Dark, White), By Category (Tablets, Countline, Boxed Chocolates, and Others (Assorted Chocolates, Chocolate Pouches & Bags, etc.)), By Distribution Channel (Departmental Stores, Convenience Stores/Forecourt Retailers, Supermarkets/Hypermarkets, Online, and Others (Specialty Stores, Duty-free Shops, Kiosks, Pharmacies, etc.)), By Region, Competition, Forecast & Opportunities, 2028F

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Abstracts

The Australia chocolate market is poised for robust growth in the forecast period, driven by factors like heightened health awareness, increased disposable income, and growing chocolate demand among children. Noteworthy catalysts propelling the Australian chocolate market include the rapid expansion of the FMCG sector's e-commerce landscape and the proliferation of product choices by industry participants. Moreover, the surge in consumer inclination towards healthier options and the escalating demand for premium chocolates are pivotal factors influencing the market's ascent.

Organic Chocolate Segment on the Rise

The preference for organic and naturally derived products is on the rise in Australia, prompting producers to incorporate organic chocolates into their product portfolios. In 2022, Australians allocated an average of USD 135.70 per capita on chocolate products. To cater to health-conscious consumers, leading chocolate manufacturers

have introduced healthier alternatives, including organic, vegan, sugar-free, and gluten-free chocolates.

Dominance of 'Liquor' in Chocolate Production

The majority of chocolate consumed in Australia is formulated from 'liquor,' a paste sourced from industry giants like Mondelez, Mars, Nestle, and The Hershey Company. In 2021, 49% of adult Australians regularly indulged in candy and chocolate consumption. By 2022, Australia boasted 429 chocolate and confectionery producers.

Upsurge in Boxed Assortments and Artisanal Chocolates

The trend of gifting chocolates, especially during Easter, along with the inclination towards boxed assortments and artisanal chocolates, is fueling market growth. As premium chocolates become symbolic of affluence, consumer preference for these products surges. The allure of boxed assortments as presents, coupled with the eco-friendly and natural attributes of artisanal chocolates, further drives their demand. Furthermore, artisanal chocolates offer vegan options devoid of animal-derived ingredients, contributing to their popularity.

Growing Premiumization Driving Market Expansion

The appetite for premium chocolates is burgeoning nationwide, fostering the establishment of specialty chocolate shops. Australia's high per capita income and discerning taste preferences are driving interest in premium chocolate offerings. Businesses are capitalizing on this trend by expanding their premium product offerings, capitalizing on consumers' willingness to invest in products associated with elevated social status.

Wide Product Range Nurturing Growth

Consumers' increasing focus on health-conscious dietary choices is steering them towards products with lower fat and sugar content. Recognizing this trend, chocolate manufacturers are diversifying their product range to incorporate healthier options and ethically produced choices. Innovations like functional foods integrated into chocolates to enhance nutritional value and the introduction of organic chocolates are resonating with the health-conscious population, boosting chocolate consumption.

In conclusion, the Australian chocolate market's trajectory is marked by an array of

factors including health awareness, premiumization, innovation, and evolving consumer preferences, all contributing to its vibrant growth prospects.

Market Segmentation

The Australia chocolate market is segmented on the basis of product type, category, distribution channel, region, and competition landscape. Based on product type, the market is further segmented into milk chocolates, dark chocolates, and white chocolates. Based on category, the market is further split into tablets, countline, boxed chocolates, and others (assorted chocolates, chocolate pouches & bags, etc.). Based on distribution channel, the market is further segmented into departmental stores, convenience stores/forecourt retailers, supermarkets/hypermarkets, online, and others (specialty stores, duty-free shops, kiosks, pharmacies, etc.). The market analysis also studies the regional segmentation to devise regional market segmentation, divided among Australia Capital Territory & New South Wales, Northern Territory & Southern Australia, Western Australia, Queensland, Victoria & Tasmania.

Company Profiles

Mondelēz Australia Pty. Ltd., Mars Australia Pty. Ltd., Lindt & Sprüngli (Australia) Pty Ltd, Nestlé Australia Limited, Ferrero Australia Pty. Ltd., Darrell Lea Confectionery Co. Pty. Ltd, AE Haigh Pty Ltd., Stuart Alexander & Co Pty Ltd., J.H. Whittaker & Sons (Aust) Limited, Monsieur Truffe, etc. are also actively entering the market in recent years and further strengthening the market growth.

Report Scope:

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

Australia Chocolate Market, By Product Type:

Milk

Dark

White

Australia Chocolate Market, By Category:

Tablets

Countline

Boxed Chocolates

Others

Australia Chocolate Market, By Distribution Channel:

Departmental Stores

Convenience Stores/Forecourt Retailers

Supermarkets/Hypermarkets

Online

Others

Australia Chocolate Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

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

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

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