

# **Chocolate Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Milk Chocolate, Dark Chocolate & White Chocolate), By Category (Tablets, Countlines, Pouches & Bags, Boxed, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Independent Grocery Stores, Online, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Global Chocolate Market was valued at USD 164.95 billion in 2024 and is projected to reach USD 199.36 billion by 2030, growing at a CAGR of 3.26% during the forecast period. This market is undergoing notable shifts driven by evolving consumer preferences and broader lifestyle trends. There is a rising appetite for premium, artisanal, and ethically sourced chocolate products, particularly among consumers with growing disposable incomes. Dark chocolates, single-origin varieties, and bean-to-bar formats have gained traction, reflecting a broader movement toward quality and transparency. Additionally, health-conscious consumers are driving demand for products with reduced sugar and functional benefits like antioxidants. The rapid growth of ecommerce, which accounted for a record 22.7% of total U.S. retail sales in 2024, has expanded the accessibility and reach of diverse chocolate offerings. Brands are adapting with digital-first strategies, aligning product development with wellness, indulgence, and sustainability expectations.

### **Key Market Drivers**

## Rising Demand for Premium and Artisanal Chocolates

A key growth driver in the chocolate market is the increasing consumer preference for premium and artisanal products. As disposable incomes climb, especially in emerging markets, more consumers are willing to invest in high-quality chocolates that offer unique origins, flavors, and textures. Single-origin chocolates, which highlight the distinctive characteristics of cocoa sourced from specific regions, are gaining popularity. This trend mirrors the consumer appreciation seen in specialty coffee and wine, where craftsmanship and provenance matter. Artisanal and bean-to-bar chocolate makers are capitalizing on this demand by focusing on transparency, ethical sourcing, and small-batch production. This personalized approach resonates with consumers seeking authentic and elevated chocolate experiences. The global average chocolate consumption per capita reached 8.5 pounds in 2024, indicating steady global demand alongside increasing sophistication in consumer tastes.

## Key Market Challenges

### Volatility in Cocoa Supply and Pricing

The chocolate industry faces ongoing challenges from fluctuations in cocoa supply and pricing. Cocoa production is heavily concentrated in West Africa, particularly in Ivory Coast and Ghana, which together supply over 60% of the world's cocoa. This geographic dependency exposes the industry to significant risks related to climate change, such as erratic rainfall, rising temperatures, and extreme weather events that threaten crop yields and quality. Additionally, diseases and pests like black pod disease and cocoa swollen shoot virus pose further risks to production. Most cocoa farmers operate on a small scale and lack access to advanced agricultural techniques or financial support, which exacerbates the volatility. The resulting supply constraints and pricing pressures impact manufacturers' margins and may lead to price increases or supply shortages in the consumer market.

## Key Market Trends

### Rise of Vegan and Plant-Based Chocolates

The increasing consumer shift toward plant-based diets is influencing the chocolate sector, leading to rising demand for vegan and dairy-free alternatives. Brands are innovating with plant-based milk substitutes like oat, almond, and coconut milk to

replicate the creaminess of traditional chocolates. This trend is gaining traction particularly among Gen Z and millennial consumers who value health, environmental sustainability, and animal welfare. According to recent surveys, approximately 8.5% of Generation Z and 9.5% of Millennials identify as vegan or vegetarian, reflecting a strong movement toward conscious consumption. In response, chocolate makers are also incorporating natural sweeteners and sourcing ethical cacao to align with sustainability standards. This trend is not only expanding product diversity but also reshaping brand identities to appeal to a broader and more values-driven customer base.

### **Key Market Players**

Mars, Incorporated

Ferrero Group

The Hershey Company

Nestle SA

Mondelez International

Meiji Holdings Co. Ltd

General Mills Inc.

Chocoladefabriken Lindt & Sprungli AG

Lotte Confectionery Co. Ltd

Crown Confectionery Co. Ltd

### **Report Scope:**

In this report, the Global Chocolate Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Chocolate Market, By Product Type:

Milk Chocolate

Dark Chocolate

White Chocolate

#### Chocolate Market, By Category:

Tablets

Countlines

Pouches & Bags

Boxed

Others

#### Chocolate Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Independent Grocery Stores

Online

Others

#### Chocolate Market, By Region:

North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia-Pacific

China

Japan

India

South Korea

Indonesia

## South America

Argentina

Colombia

Brazil

## Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Chocolate Market.

### **Available Customizations:**

Global Chocolate Market report 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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