

GCC Premium Chocolate Market By Product (White Chocolate, Milk Chocolate, Dark Chocolate), By Category (Organic, Regular, Gluten-Free, Sugar-Free, Others), By Distribution Channel (Supermarket/Hypermarket, Specialty Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

GCC Premium Chocolate Market was valued at USD 1.23 Billion in 2024 and is expected to reach USD 2.45 Billion by 2030 with a CAGR of 6.64 % during the forecast period. The GCC Premium Chocolate Market is experiencing steady growth, driven by several key factors such as increasing disposable incomes in the region have led to greater consumer spending on luxury items, including premium chocolates. A shift towards high-quality, artisanal, and ethically sourced products is also contributing to the rise in demand for premium chocolates. Consumers are increasingly seeking indulgent experiences and unique flavors, leading to a preference for innovative chocolate offerings. Also, the growing influence of international brands and the expanding presence of gourmet chocolate retailers have boosted market accessibility. The rise of gifting culture during holidays and special occasions further supports the market, along with a heightened awareness of premium ingredients like organic cocoa and fair-trade practices.

Key Market Drivers

Rising Chocolate Consumption Across the Region

Rising chocolate consumption across the GCC region is one of the key drivers fuelling

the growth of the premium chocolate market. As consumer preferences evolve, there is a noticeable shift towards higher-quality, indulgent chocolate products. This is driven by several factors, including increasing disposable incomes, which enable consumers to spend more on luxury and premium items. With a growing interest in healthier lifestyles, many consumers are opting for premium chocolates made with high-quality, organic, and ethically sourced ingredients. Also, the GCC market has seen a rise in the demand for chocolates with unique flavors, innovative textures, and high cocoa content, which are often associated with premium products. Another factor contributing to the rise in chocolate consumption is the increasing popularity of gifting chocolates, particularly during festive seasons and special occasions. Premium chocolates are often seen as an ideal gift due to their luxury appeal and unique packaging. This trend is further supported by a growing number of international gourmet chocolate brands entering the GCC market, creating more options for consumers. The younger population in the region, with their increasing exposure to global trends, is also contributing to the rise in demand for premium chocolates. Social media and influencer culture have promoted luxury and artisanal chocolate consumption as part of a lifestyle choice. As a result, chocolate has become not just a treat but a form of indulgence, which in turn drives its consumption across the GCC region.

Key Market Challenges

High Production Cost

High production costs are a significant challenge facing the GCC premium chocolate market. Premium chocolates are often made with high-quality ingredients, such as fine cocoa beans, organic or fair-trade products, and unique flavorings, which come at a premium price. These ingredients, coupled with the need for specialized production techniques and equipment, increase the overall cost of manufacturing. Also, the GCC region relies heavily on imports for raw materials, including cocoa, which further escalates costs due to import duties, transportation expenses, and fluctuations in global commodity prices. Another factor contributing to high production costs is the relatively small scale of local chocolate production in the GCC. As many premium chocolate brands are still in the growth phase in the region, economies of scale have not yet been fully realized, leading to higher per-unit production costs. Also, the need for skilled labor, advanced technology, and stringent quality control measures adds to operational expenses. The high cost of production directly affects the pricing of premium chocolates, making them less accessible to a wider consumer base. While the affluent segment in the GCC may be willing to pay a premium for high-quality products, the pricing remains a barrier for price-sensitive consumers, limiting the potential market size. Overall,

managing high production costs while maintaining product quality and competitiveness remains a key challenge for the GCC premium chocolate market.

Key Market Trends

Rising Popularity of Organic Premium Chocolate

The rising popularity of organic premium chocolate is a key driver of growth in the GCC premium chocolate market. As a part of this, according to a recent study, as of 2021, the projected retail market size for organic products in the United Arab Emirates was approximately 36 million U.S. dollars. The retail market size of organic products in the country was expected to keep growing, with projections indicating it would reach around 70 million U.S. dollars by 2025. As consumers in the region become more health-conscious and environmentally aware, there is a growing demand for organic and sustainably sourced food products, including chocolates. Organic premium chocolates, made from cocoa beans grown without the use of pesticides, synthetic fertilizers, or genetically modified organisms, align with the increasing consumer preference for natural and healthier options. This shift in consumer behavior is pushing chocolate producers to offer organic varieties to cater to this evolving market. In addition to health benefits, organic premium chocolates are perceived as more ethical, appealing to consumers who are concerned about fair trade and sustainable farming practices. Many GCC consumers are willing to pay a premium for products that are certified organic, as well as those that promote environmental sustainability and fair labor practices, which adds to the appeal of organic chocolates. The increasing availability of organic products, driven by both local and international brands entering the GCC market, has further boosted the popularity of organic premium chocolates. Retailers are expanding their offerings to meet demand, and e-commerce platforms are making it easier for consumers to access organic premium chocolates from a variety of brands. As awareness of organic food benefits grows, organic premium chocolate is expected to continue its upward trajectory in the GCC market, driving overall market expansion.

Key Market Players

Mondel?z International

Nestl? Middle East FZE

FerGulf Trading UAE L.L.C

Godiva Chocolatier, Inc.

Barry Callebaut

Mars, Incorporated

The Hershey Company

Patchi

Chocoladefabriken Lindt & Sprüngli AG

Vocca LLC

Report Scope:

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

GCC Premium Chocolate Market, By Product

White Chocolate

Milk Chocolate

Dark Chocolate

GCC Premium Chocolate Market, By Category:

Organic

Regular

Gluten-Free

Sugar-Free

Others

GCC Premium Chocolate Market, By Distribution Channel:

Supermarket/Hypermarket

Specialty Stores

Online

Others

GCC Premium Chocolate Market, By Country:

Saudi Arabia

UAE

Qatar

Oman

Bahrain

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the GCC Premium Chocolate Market.

Available Customizations:

GCC Premium 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

GCC Premium Chocolate Market By Product (White Chocolate, Milk Chocolate, Dark Chocolate), By Category (Organi...

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

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