

# **Premium Chocolate Market – Global Industry Size, Share, Trends Opportunity, and Forecast, By Product Type (Dark Chocolate, White Chocolate, Milk Chocolate), By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Independent Grocery Stores, Departmental Stores, Online, Others), By Region, By Competition Forecast & Opportunities, 2018-2028**

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## **Abstracts**

Global Premium Chocolate Market was valued at USD30.4 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 8.4% through 2028. The global premium chocolate market has been on a remarkable growth trajectory, reflecting shifting consumer preferences and a growing appetite for high-quality chocolate products. This market segment stands out for its commitment to quality, sustainability, and innovation.

Consumers are increasingly seeking premium chocolates that offer unique flavor profiles, ethically sourced ingredients, and artisanal craftsmanship. This trend has given rise to a surge in premium chocolate brands and artisanal chocolatiers, catering to the discerning tastes of chocolate connoisseurs.

Ethical considerations play a pivotal role in the premium chocolate market. Consumers are not only demanding exceptional taste but also sustainable and responsibly sourced cocoa. Fair trade and organic certifications are becoming more prevalent, reflecting the industry's commitment to ethical practices and environmental stewardship.

Innovation is another driving force in the premium chocolate sector. Brands are constantly introducing new and exciting flavor combinations, as well as experimenting with unusual ingredients like exotic spices, fruits, and even savory elements. This creativity has expanded the boundaries of what chocolate can be, enticing consumers to explore novel taste experiences.

The COVID-19 pandemic presented challenges to the premium chocolate market, with disruptions in supply chains and changes in consumer behavior. However, the sector adapted by expanding online sales channels and emphasizing the emotional comfort that premium chocolate provides during uncertain times.

In summary, the global premium chocolate market is thriving due to its focus on quality, sustainability, and innovation. As consumers seek exceptional chocolate experiences, this market is poised for continued growth and evolution in the years to come.

## Key Market Drivers

### Changing Consumer Preferences

One of the primary drivers behind the growth of the premium chocolate market is shifting consumer preferences. Today's consumers are increasingly seeking high-quality, indulgent, and sophisticated chocolate experiences. They are willing to pay a premium for chocolates that offer unique flavors, exceptional texture, and a superior taste. Consumers are becoming more discerning, looking beyond mass-produced chocolate bars and turning to premium options for a more refined and personalized treat.

Premium chocolate caters to these evolving preferences by providing a wide range of flavor profiles, such as single-origin chocolates that showcase the unique characteristics of cocoa beans from specific regions. Dark chocolate with varying cocoa content, filled chocolates with innovative ingredients, and artisanal creations have become increasingly popular. This trend towards premiumization in chocolate is evident in the success of boutique chocolatiers and established brands diversifying their offerings to meet this demand.

### Ethical and Sustainable Sourcing

Ethical and sustainable sourcing practices are gaining prominence in the premium chocolate market. Consumers are increasingly concerned about the social and

environmental impact of their food choices, and this extends to chocolate. Premium chocolate brands often prioritize fair trade and organic certifications, which guarantee that cocoa is sourced from farms where workers are treated fairly, and farming practices are environmentally responsible.

In addition to fair trade and organic certifications, some premium chocolate makers are engaging in direct trade relationships with cocoa farmers. This approach ensures transparency and allows chocolate manufacturers to have a direct impact on the quality of the cocoa and the livelihoods of the farmers.

Ethical and sustainable sourcing not only aligns with consumer values but also enhances the premium image of these chocolates. As more consumers seek ethically produced products, the demand for premium chocolates that prioritize responsible sourcing is expected to continue growing.

### Innovative Flavor Combinations

The premium chocolate market is characterized by its constant innovation in flavor combinations. Chocolate artisans and brands are pushing the boundaries of traditional chocolate flavors by experimenting with unique ingredients and creative pairings. This innovation caters to consumers looking for novel taste experiences.

Premium chocolatiers are incorporating spices, herbs, fruits, nuts, and even savory elements into their chocolate creations. These flavor profiles can range from classic pairings like sea salt and caramel to more adventurous combinations like lavender-infused chocolate or chili-spiced dark chocolate. The exploration of diverse flavors allows consumers to engage with chocolate on a deeper sensory level and encourages them to try new products.

Furthermore, premium chocolate brands often release limited-edition and seasonal offerings, creating a sense of exclusivity and urgency that appeals to chocolate enthusiasts. This strategy not only drives sales but also fosters brand loyalty and anticipation among consumers.

### Health and Wellness Trends

The premium chocolate market is also influenced by health and wellness trends. While chocolate is often considered an indulgent treat, premium chocolate brands are responding to consumer concerns about health by offering healthier alternatives. This

includes chocolates with higher cocoa content, which is associated with potential health benefits like antioxidants and improved heart health.

Premium dark chocolates, in particular, are often marketed as a healthier option due to their reduced sugar content and higher cocoa content. Manufacturers are also incorporating superfoods like berries, nuts, and seeds into their chocolates to enhance their nutritional profile.

Additionally, premium chocolate brands are catering to dietary restrictions and preferences by offering options that are gluten-free, dairy-free, or vegan. This inclusivity ensures that a broader range of consumers can enjoy premium chocolate without compromising their dietary needs.

### E-Commerce and Online Sales

The digital age has transformed the way consumers shop for premium chocolates. E-commerce and online sales channels have become increasingly important for both established brands and emerging chocolatiers. The convenience of online shopping allows consumers to access a wider selection of premium chocolate products from around the world, often with direct delivery to their doorstep.

Online platforms also enable premium chocolate brands to reach a global audience and engage with their customers directly through personalized marketing and storytelling. Social media plays a crucial role in promoting these products and building brand loyalty, as consumers share their chocolate experiences and discoveries online.

The COVID-19 pandemic accelerated the adoption of online shopping for premium chocolates, as consumers sought to satisfy their cravings and share comfort foods with loved ones during lockdowns and restrictions. Many premium chocolate brands adapted by enhancing their online presence, offering virtual tastings, and optimizing their websites for a seamless shopping experience.

### Key Market Challenges

#### Rising Cocoa Prices and Supply Chain Volatility

One of the most significant challenges facing the premium chocolate industry is the volatility of cocoa prices and supply chain disruptions. Cocoa is the primary ingredient in chocolate, and its price can be highly sensitive to factors like weather conditions,

political instability in cocoa-producing regions, and fluctuations in demand.

The premium chocolate market relies on high-quality cocoa, often sourced from specific regions known for their unique flavor profiles. As cocoa prices rise, manufacturers of premium chocolate may face increased production costs, which can put pressure on profit margins. Moreover, cocoa shortages or supply chain disruptions can lead to delays in production and impact the availability of premium chocolate products.

To address this challenge, many premium chocolate brands are actively involved in ethical and sustainable sourcing practices. This not only helps secure a more reliable supply of cocoa but also ensures long-term relationships with cocoa farmers and communities. However, these efforts can be resource-intensive and may require ongoing investments in the cocoa supply chain.

### Competition and Market Saturation

As the premium chocolate market continues to grow, competition among brands intensifies. New entrants and established chocolate manufacturers are vying for a share of this lucrative market. This increasing competition can make it challenging for premium chocolate brands to stand out and maintain their market presence.

Market saturation is also a concern. With an abundance of premium chocolate options available to consumers, there is a risk of oversaturation, where the market becomes crowded with similar products. Brands must constantly innovate and differentiate themselves to capture consumers' attention and loyalty.

Additionally, some consumers may be price-sensitive, making it difficult for premium chocolate brands to attract a wider audience. Balancing the need for premium pricing with the desire to expand market reach can be a delicate challenge.

To address competition and market saturation, premium chocolate brands often invest in marketing and branding efforts that emphasize their unique value propositions, such as ethical sourcing, innovative flavors, or artisanal craftsmanship. They may also engage in product diversification to offer a broader range of chocolate-related products beyond bars and truffles.

### Supply Chain Sustainability and Ethical Sourcing

While ethical and sustainable sourcing is a significant selling point for premium

chocolate brands, it also presents challenges. Ensuring that cocoa is sourced from farms that adhere to fair labor practices and environmental sustainability standards requires ongoing diligence and investment.

Meeting these ethical standards can be complex, especially in regions where labor practices and supply chain transparency are less well-established. Brands may need to allocate resources to verify the practices of their cocoa suppliers and support initiatives to improve working conditions and farming practices.

Moreover, there can be additional costs associated with ethical sourcing, including premiums paid to cocoa farmers for their products and investments in community development projects. These costs may need to be balanced with the need to maintain competitive pricing for consumers.

Additionally, the demand for ethically sourced cocoa is growing across the industry, making it more challenging for premium chocolate brands to secure a consistent supply of high-quality, responsibly sourced cocoa. Competition for ethically sourced cocoa can drive up prices and potentially disrupt supply chains.

### Changing Consumer Preferences and Health Concerns

Consumer preferences in the food industry are constantly evolving, and premium chocolate brands must stay attuned to these changes. While consumers seek indulgence and unique taste experiences, they are also becoming more health-conscious. This presents a challenge for premium chocolate brands that must strike a balance between indulgence and health.

The increasing emphasis on health and wellness has led to greater scrutiny of the nutritional content of chocolate products. Some consumers are looking for lower sugar content, reduced calories, and healthier ingredient profiles in their chocolate choices. This can pose a challenge for premium chocolate brands that traditionally focus on rich and indulgent products.

Brands are responding by offering a variety of product options, including dark chocolates with higher cocoa content (often perceived as healthier due to their antioxidant properties), sugar-free or reduced-sugar alternatives, and chocolates infused with superfoods like nuts and berries. However, creating these products while maintaining the high quality and flavor expected of premium chocolate can be a complex undertaking.



Additionally, changing dietary preferences, such as the increasing popularity of veganism, require premium chocolate brands to develop dairy-free and vegan chocolate options to remain inclusive and meet the demands of a diverse consumer base.

## Key Market Trends

### Health and Wellness Focus

Health-conscious consumers are increasingly seeking out premium chocolate options that align with their dietary preferences and wellness goals. While chocolate is often seen as an indulgence, it can also offer health benefits when consumed in moderation, particularly dark chocolate with a high cocoa content.

Premium chocolate brands are responding to this trend by promoting the health attributes of their products. Dark chocolate, known for its antioxidants and potential cardiovascular benefits, is gaining popularity. Brands are also creating sugar-free, low-sugar, and reduced-calorie chocolate options to cater to consumers looking for healthier alternatives.

In addition to reducing sugar content, some premium chocolate makers are incorporating superfoods like nuts, seeds, and berries into their products to boost their nutritional profile. These ingredients not only add flavor and texture but also provide additional health benefits.

Vegan and dairy-free chocolates are another aspect of this trend. Premium brands are producing high-quality vegan chocolates to cater to the growing vegan and lactose-intolerant consumer base. These chocolates are often made with alternative milk sources like almond, coconut, or oat milk.

### Sustainability and Ethical Sourcing

Sustainability and ethical sourcing have become paramount in the premium chocolate market. Consumers are increasingly concerned about the environmental and social impact of their food choices, and this extends to chocolate.

Premium chocolate brands often emphasize their commitment to responsible sourcing of cocoa. They engage in fair trade practices, ensuring that cocoa farmers are paid fairly for their work and that their working conditions are safe and ethical. These brands also

invest in initiatives that promote environmental sustainability in cocoa farming, such as reforestation and sustainable farming practices.

Some premium chocolatiers even establish direct trade relationships with cocoa farmers, ensuring transparency and accountability in the supply chain. This not only guarantees the quality of the cocoa but also fosters a deeper connection between the brand and the source of its primary ingredient.

Ethical and sustainable sourcing is not just a marketing strategy but a genuine commitment to long-term sustainability and the preservation of cocoa-growing regions.

### Artisanal Craftsmanship and Innovation

The premium chocolate market thrives on innovation and artisanal craftsmanship. Consumers are looking for unique and exciting flavor combinations, and premium chocolatiers are eager to deliver. These brands are known for pushing the boundaries of traditional chocolate making.

Premium chocolate makers often experiment with unusual ingredients and flavor pairings. Examples include chocolates infused with spices, herbs, fruits, and even savory elements like sea salt and pepper. These innovative creations appeal to consumers seeking novel taste experiences.

Seasonal and limited-edition chocolates are also a common trend in this segment. Brands release special products to coincide with holidays or specific occasions, creating a sense of exclusivity and anticipation among consumers. These limited runs often feature creative and visually appealing packaging that adds to the overall experience.

Furthermore, the art of chocolate making extends beyond flavor to encompass aesthetics. Premium chocolatiers focus on intricate designs and handcrafted details, making their products not only delicious but visually stunning. This attention to detail enhances the overall sensory experience of consuming premium chocolate.

### Single-Origin and Terroir Chocolates

Single-origin and terroir chocolates have gained immense popularity in the premium chocolate market. These chocolates are crafted from cocoa beans sourced from a specific region or even a single estate, allowing consumers to experience the unique flavors and characteristics associated with that specific location.



Single-origin chocolates highlight the distinct terroir of the cocoa-growing region, which includes factors such as climate, soil composition, and cultivation practices. These factors contribute to the flavor profile of the chocolate, giving it a unique taste that reflects its origin.

This trend appeals to connoisseurs and chocolate enthusiasts who appreciate the complexity and diversity of flavor that single-origin chocolates offer. It also fosters a greater connection between consumers and the cocoa-producing regions, as they can learn about the specific origins of their chocolate.

Premium chocolate brands often provide information about the source of their cocoa beans, offering consumers the opportunity to explore different flavor profiles and gain a deeper appreciation for the craftsmanship and artistry involved in creating these chocolates.

### Personalization and Customization

Personalization and customization are emerging trends in the premium chocolate market. Consumers are seeking products that reflect their individual tastes and preferences, and brands are responding by offering customizable chocolate options.

Some premium chocolatiers allow customers to create personalized chocolate bars by choosing from a variety of ingredients, flavors, and toppings. This not only enhances the customer experience but also encourages brand loyalty and repeat purchases.

In addition to personalization, premium chocolate brands are launching subscription services and chocolate clubs. These programs offer curated selections of chocolates delivered to customers' doors on a regular basis. Subscribers can discover new flavors and brands while enjoying the convenience of having premium chocolates delivered to their homes.

Personalization and customization not only cater to consumers' desire for unique chocolate experiences but also provide brands with valuable insights into consumer preferences, enabling them to refine their offerings.

### E-Commerce and Online Sales

The rise of e-commerce and online sales channels has had a significant impact on the

premium chocolate market. Consumers increasingly turn to online platforms to explore and purchase premium chocolate products, especially in light of the COVID-19 pandemic, which accelerated the adoption of online shopping<sup>002E</sup>

Premium chocolate brands have responded by enhancing their online presence and optimizing their e-commerce platforms. They often offer a wide selection of products for purchase directly through their websites, providing a seamless and convenient shopping experience for consumers.

Social media also plays a crucial role in the marketing and promotion of premium chocolates. Brands use platforms like Instagram and Facebook to showcase their products, engage with consumers, and build a loyal following. Influencer partnerships and user-generated content further amplify the reach of premium chocolate brands in the digital space.

Furthermore, the online space allows brands to reach a global audience, expanding their market reach beyond their physical locations. It also facilitates direct communication with customers, enabling brands to gather feedback and tailor their offerings to meet consumer expectations.

## Segmental Insights

### Product Type Insights

Milk chocolate, traditionally overshadowed by its dark chocolate counterpart, is experiencing a notable resurgence as a growing segment in the chocolate market. Consumers are rediscovering the creamy, sweet indulgence of milk chocolate, driven in part by nostalgia and a desire for comfort foods. Premium milk chocolate brands are innovating by incorporating high-quality ingredients, such as ethically sourced cocoa and unique flavor infusions, to elevate the traditional milk chocolate experience. This resurgence aligns with the broader trend of consumers seeking balance between indulgence and health, with some premium milk chocolate offerings emphasizing higher cocoa content and reduced sugar, catering to health-conscious consumers.

### Sales Channel Insights

The online segment of the chocolate market is experiencing robust growth as more consumers embrace e-commerce for their chocolate purchases. The convenience of online shopping, coupled with a wide variety of premium chocolate options, has made it

a rapidly expanding segment. Brands are enhancing their digital presence, offering exclusive products, subscription services, and personalized experiences to engage customers online. The COVID-19 pandemic accelerated this trend, as lockdowns and safety concerns led to increased online shopping for chocolates. With digital platforms providing access to global markets, the online segment is poised for sustained growth, offering consumers a convenient and diverse range of premium chocolate choices.

## Regional Insights

The Asia-Pacific region is emerging as a dynamic and rapidly growing segment in the global chocolate market. With rising disposable incomes, urbanization, and a burgeoning middle class, consumer demand for premium chocolates is surging in countries like China and India. These markets present significant growth opportunities for both domestic and international chocolate brands. Additionally, changing consumer preferences towards indulgent and high-quality chocolate products are driving the expansion of the premium chocolate segment in Asia-Pacific. Brands are tailoring their offerings to suit local tastes while maintaining their commitment to quality, innovation, and ethical sourcing, further fueling the growth of this segment in the region.

## Key Market Players

Champlain Chocolate Co.

CEMOI Group

Mars, Inc.

Godiva

Yildiz Holding Inc.

Mondelez International

The Hershey Company

Endangered Species Chocolate

Ferrero International S.A.

## Chocoladefabriken Lindt & Sprüngli AG

### Report Scope:

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

#### Premium Chocolate Market, By Product Type:

Dark Chocolate

White Chocolate

Milk Chocolate

#### Premium Chocolate Market, By Sales Channel:

Supermarket/Hypermarket

Convenience Stores

Independent Grocery Stores

Departmental Stores

Online

Others

#### Premium Chocolate Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

South America

Brazil

Argentina

## Colombia

### Competitive Landscape

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

### Available Customizations:

Global Premium Chocolate Market report with the given market data, Tech Sci 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).



## Contents

### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### 4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Sources of Information

### 5. GLOBAL PREMIUM CHOCOLATE MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type Market Share Analysis (Dark Chocolate, White Chocolate, Milk

Chocolate)

5.2.2. By Sales Channel Market Share Analysis (Supermarket/Hypermarket, Convenience Stores, Independent Grocery Stores, Departmental Stores, Online, Others)

5.2.3. By Regional Market Share Analysis

5.2.3.1. North America Market Share Analysis

5.2.3.2. Europe Market Share Analysis

5.2.3.3. Asia-Pacific Market Share Analysis

5.2.3.4. Middle East & Africa Market Share Analysis

5.2.3.5. South America Market Share Analysis

5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global Premium Chocolate Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Sales Channel Market Mapping & Opportunity Assessment

5.3.3. By Regional Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA PREMIUM CHOCOLATE MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

6.2.3. By Country Market Share Analysis

6.2.3.1. United States Premium Chocolate Market Outlook

6.2.3.1.1. Market Size & Forecast

6.2.3.1.1.1. By Value

6.2.3.1.2. Market Share & Forecast

6.2.3.1.2.1. By Product Type Market Share Analysis

6.2.3.1.2.2. By Sales Channel Market Share Analysis

6.2.3.2. Canada Premium Chocolate Market Outlook

6.2.3.2.1. Market Size & Forecast

6.2.3.2.1.1. By Value

6.2.3.2.2. Market Share & Forecast

6.2.3.2.2.1. By Product Type Market Share Analysis

6.2.3.2.2.2. By Sales Channel Market Share Analysis

6.2.3.2.3. Mexico Premium Chocolate Market Outlook

6.2.3.2.4. Market Size & Forecast

6.2.3.2.4.1. By Value

#### 6.2.3.2.5. Market Share & Forecast

##### 6.2.3.2.5.1. By Product Type Market Share Analysis

##### 6.2.3.2.5.2. By Sales Channel Market Share Analysis

## 7. EUROPE PREMIUM CHOCOLATE MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Product Type Market Share Analysis

#### 7.2.2. By Sales Channel Market Share Analysis

#### 7.2.3. By Country Market Share Analysis

##### 7.2.3.1. France Premium Chocolate Market Outlook

###### 7.2.3.1.1. Market Size & Forecast

###### 7.2.3.1.1.1. By Value

###### 7.2.3.1.2. Market Share & Forecast

###### 7.2.3.1.2.1. By Product Type Market Share Analysis

###### 7.2.3.1.2.2. By Sales Channel Market Share Analysis

##### 7.2.3.2. Germany Premium Chocolate Market Outlook

###### 7.2.3.2.1. Market Size & Forecast

###### 7.2.3.2.1.1. By Value

###### 7.2.3.2.2. Market Share & Forecast

###### 7.2.3.2.2.1. By Product Type Market Share Analysis

###### 7.2.3.2.2.2. By Sales Channel Market Share Analysis

##### 7.2.3.3. Spain Premium Chocolate Market Outlook

###### 7.2.3.3.1. Market Size & Forecast

###### 7.2.3.3.1.1. By Value

###### 7.2.3.3.2. Market Share & Forecast

###### 7.2.3.3.2.1. By Product Type Market Share Analysis

###### 7.2.3.3.2.2. By Sales Channel Market Share Analysis

##### 7.2.3.4. Italy Premium Chocolate Market Outlook

###### 7.2.3.4.1. Market Size & Forecast

###### 7.2.3.4.1.1. By Value

###### 7.2.3.4.2. Market Share & Forecast

###### 7.2.3.4.2.1. By Product Type Market Share Analysis

###### 7.2.3.4.2.2. By Sales Channel Market Share Analysis

##### 7.2.3.5. United Kingdom Premium Chocolate Market Outlook

###### 7.2.3.5.1. Market Size & Forecast

###### 7.2.3.5.1.1. By Value

- 7.2.3.5.2. Market Share & Forecast
  - 7.2.3.5.2.1. By Product Type Market Share Analysis
  - 7.2.3.5.2.2. By Sales Channel Market Share Analysis

## **8. ASIA-PACIFIC PREMIUM CHOCOLATE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type Market Share Analysis
  - 8.2.2. By Sales Channel Market Share Analysis
  - 8.2.3. By Country Market Share Analysis
    - 8.2.3.1. China Premium Chocolate Market Outlook
      - 8.2.3.1.1. Market Size & Forecast
        - 8.2.3.1.1.1. By Value
      - 8.2.3.1.2. Market Share & Forecast
        - 8.2.3.1.2.1. By Product Type Market Share Analysis
        - 8.2.3.1.2.2. By Sales Channel Market Share Analysis
    - 8.2.3.2. Japan Premium Chocolate Market Outlook
      - 8.2.3.2.1. Market Size & Forecast
        - 8.2.3.2.1.1. By Value
      - 8.2.3.2.2. Market Share & Forecast
        - 8.2.3.2.2.1. By Product Type Market Share Analysis
        - 8.2.3.2.2.2. By Sales Channel Market Share Analysis
    - 8.2.3.3. India Premium Chocolate Market Outlook
      - 8.2.3.3.1. Market Size & Forecast
        - 8.2.3.3.1.1. By Value
      - 8.2.3.3.2. Market Share & Forecast
        - 8.2.3.3.2.1. By Product Type Market Share Analysis
        - 8.2.3.3.2.2. By Sales Channel Market Share Analysis
    - 8.2.3.4. Vietnam Premium Chocolate Market Outlook
      - 8.2.3.4.1. Market Size & Forecast
        - 8.2.3.4.1.1. By Value
      - 8.2.3.4.2. Market Share & Forecast
        - 8.2.3.4.2.1. By Product Type Market Share Analysis
        - 8.2.3.4.2.2. By Sales Channel Market Share Analysis
    - 8.2.3.5. South Korea Premium Chocolate Market Outlook
      - 8.2.3.5.1. Market Size & Forecast
        - 8.2.3.5.1.1. By Value

#### 8.2.3.5.2. Market Share & Forecast

##### 8.2.3.5.2.1. By Product Type Market Share Analysis

##### 8.2.3.5.2.2. By Sales Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA PREMIUM CHOCOLATE MARKET OUTLOOK**

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Product Type Market Share Analysis

#### 9.2.2. By Sales Channel Market Share Analysis

#### 9.2.3. By Country Market Share Analysis

##### 9.2.3.1. South Africa Premium Chocolate Market Outlook

###### 9.2.3.1.1. Market Size & Forecast

###### 9.2.3.1.1.1. By Value

###### 9.2.3.1.2. Market Share & Forecast

###### 9.2.3.1.2.1. By Product Type Market Share Analysis

###### 9.2.3.1.2.2. By Sales Channel Market Share Analysis

##### 9.2.3.2. Saudi Arabia Premium Chocolate Market Outlook

###### 9.2.3.2.1. Market Size & Forecast

###### 9.2.3.2.1.1. By Value

###### 9.2.3.2.2. Market Share & Forecast

###### 9.2.3.2.2.1. By Product Type Market Share Analysis

###### 9.2.3.2.2.2. By Sales Channel Market Share Analysis

##### 9.2.3.3. UAE Premium Chocolate Market Outlook

###### 9.2.3.3.1. Market Size & Forecast

###### 9.2.3.3.1.1. By Value

###### 9.2.3.3.2. Market Share & Forecast

###### 9.2.3.3.2.1. By Product Type Market Share Analysis

###### 9.2.3.3.2.2. By Sales Channel Market Share Analysis

## **10. SOUTH AMERICA PREMIUM CHOCOLATE MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Product Type Market Share Analysis

#### 10.2.2. By Sales Channel Market Share Analysis

#### 10.2.3. By Country Market Share Analysis

- 10.2.3.1. Argentina Premium Chocolate Market Outlook
  - 10.2.3.1.1. Market Size & Forecast
    - 10.2.3.1.1.1. By Value
  - 10.2.3.1.2. Market Share & Forecast
    - 10.2.3.1.2.1. By Product Type Market Share Analysis
    - 10.2.3.1.2.2. By Sales Channel Market Share Analysis
- 10.2.3.2. Colombia Premium Chocolate Market Outlook
  - 10.2.3.2.1. Market Size & Forecast
    - 10.2.3.2.1.1. By Value
  - 10.2.3.2.2. Market Share & Forecast
    - 10.2.3.2.2.1. By Product Type Market Share Analysis
    - 10.2.3.2.2.2. By Sales Channel Market Share Analysis
- 10.2.3.3. Brazil Premium Chocolate Market Outlook
  - 10.2.3.3.1. Market Size & Forecast
    - 10.2.3.3.1.1. By Value
  - 10.2.3.3.2. Market Share & Forecast
    - 10.2.3.3.2.1. By Product Type Market Share Analysis
    - 10.2.3.3.2.2. By Sales Channel Market Share Analysis

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. IMPACT OF COVID-19 ON GLOBAL PREMIUM CHOCOLATE MARKET**

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regions Impacted
  - 12.1.3. Key Countries Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. Champlain Chocolate Co.
    - 14.1.1.1. Company Details



- 14.1.1.2. Products
- 14.1.1.3. Financials (As Per Availability)
- 14.1.1.4. Key Market Focus & Geographical Presence
- 14.1.1.5. Recent Developments
- 14.1.1.6. Key Management Personnel
- 14.1.2. CEMOI Group
  - 14.1.2.1. Company Details
  - 14.1.2.2. Products
  - 14.1.2.3. Financials (As Per Availability)
  - 14.1.2.4. Key Market Focus & Geographical Presence
  - 14.1.2.5. Recent Developments
  - 14.1.2.6. Key Management Personnel
- 14.1.3. Mars, Inc.
  - 14.1.3.1. Company Details
  - 14.1.3.2. Products
  - 14.1.3.3. Financials (As Per Availability)
  - 14.1.3.4. Key Market Focus & Geographical Presence
  - 14.1.3.5. Recent Developments
  - 14.1.3.6. Key Management Personnel
- 14.1.4. Godiva
  - 14.1.4.1. Company Details
  - 14.1.4.2. Products
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Key Market Focus & Geographical Presence
  - 14.1.4.5. Recent Developments
  - 14.1.4.6. Key Management Personnel
- 14.1.5. Yildiz Holding Inc.
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. Mondelez International
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments

- 14.1.6.6. Key Management Personnel
- 14.1.7. The Hershey Company
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Endangered Species Chocolate
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Ferrero International S.A.
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Chocoladefabriken Lindt & Sprüngli AG
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Product Type
- 15.3. Target Sales Channel

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