

# **Dark Chocolate Market Size, Share, and Outlook, 2025 Report- By Type (Semi-Sweet Chocolate, Bitter Chocolate, Pure Bitter Chocolate), Concentration (70% Cocoa, 75% Cocoa, 80% Cocoa, 90% Cocoa), Application (Food, Beverages, Flavoring Energy Drinks, Beers, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032**

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## **Abstracts**

### **Dark Chocolate Market Outlook**

The global Dark Chocolate market is expected to register a growth rate of 3.9% during the forecast period from \$68.1 Billion in 2024 to \$92.5 Billion in 2032. The Dark Chocolate market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Dark Chocolate segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Semi-Sweet Chocolate, Bitter Chocolate, Pure Bitter Chocolate), Concentration (70% Cocoa, 75% Cocoa, 80% Cocoa, 90% Cocoa), Application (Food, Beverages, Flavoring Energy Drinks, Beers, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Dark Chocolate markets.

### **Dark Chocolate Market Insights, 2025**

The dark chocolate market in 2025 consolidates its position as a health-conscious indulgence favored by consumers seeking antioxidants, lower sugar, and intense flavor

experiences. Growth is supported by rising demand for high-percentage cacao bars (70% and above) and ethically sourced products certified by Fairtrade, Rainforest Alliance, and organic standards. Artisanal and bean-to-bar manufacturers innovate with single-origin chocolates highlighting unique flavor notes tied to terroir. Functional additions such as adaptogens, probiotics, and vitamins appeal to wellness-oriented consumers. Packaging advances toward sustainability, using biodegradable materials and minimalistic design. The market also witnesses the convergence of luxury gifting and everyday consumption, supported by digital storytelling and experiential marketing to educate consumers on chocolate provenance and health benefits.

### Five Trends that will define global Dark Chocolate market in 2025 and Beyond

A closer look at the multi-million global market for Dark Chocolate identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Dark Chocolate companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

### What are the biggest opportunities for growth in the Dark Chocolate industry?

The Dark Chocolate sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Dark Chocolate Market Segment Insights

The Dark Chocolate industry presents strong offers across categories. The analytical report offers forecasts of Dark Chocolate industry performance across segments and countries. Key segments in the industry include By Type (Semi-Sweet Chocolate, Bitter Chocolate, Pure Bitter Chocolate), Concentration (70% Cocoa, 75% Cocoa, 80% Cocoa, 90% Cocoa), Application (Food, Beverages, Flavoring Energy Drinks, Beers, Others), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Dark Chocolate market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Dark Chocolate industry ecosystem. It assists decision-makers in evaluating global Dark Chocolate market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Dark Chocolate industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

### Asia Pacific Dark Chocolate Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Dark Chocolate Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Dark Chocolate with demand from both Western Europe and

Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Dark Chocolate market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Dark Chocolate market Insights Executives are most excited about opportunities for the US Dark Chocolate industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Dark Chocolate companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Dark Chocolate market.

Latin American Dark Chocolate market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

**Middle East and Africa Dark Chocolate Markets New Opportunities for Companies Harnessing Diversity**

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Dark Chocolate markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Dark Chocolate markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Dark Chocolate companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Ferrero Group, Crown Holdings Inc., Blommer Chocolate Company, Ezaki Glico Co., Ltd., Nestlé S.A., Mondelez International, The Hershey Company, The Hershey Company (Brookside), Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), Chocolats Frey AG, August Storck KG, Mars, Incorporated, C?moi Group.

### Dark Chocolate Market Scope

#### Leading Segments

##### By Type

Semi-Sweet Chocolate

Bitter Chocolate

Pure Bitter Chocolate

##### By Concentration

70% Cocoa

75% Cocoa

80% Cocoa

90% Cocoa

##### By Application

Food

Beverages

Flavoring Energy Drinks

Beers

Others

By Distribution Channel

Online

Offline

Leading Companies

Ferrero Group

Crown Holdings Inc.

Blommer Chocolate Company

Ezaki Glico Co., Ltd.

Nestlé S.A.

Mondelez International

The Hershey Company

The Hershey Company (Brookside)

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF)

Chocolats Frey AG

August Storck KG

Mars, Incorporated

C?moi Group

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Dark Chocolate Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Dark Chocolate Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL DARK CHOCOLATE MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Dark Chocolate Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. DARK CHOCOLATE MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Semi-Sweet Chocolate

Bitter Chocolate

Pure Bitter Chocolate

By Concentration

**70% COCOA**

**75% COCOA**

**80% COCOA**

**90% COCOA**

By Application

Food

Beverages

Flavoring Energy Drinks

Beers

Others

By Distribution Channel

Online

Offline

## **6. GLOBAL DARK CHOCOLATE MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

## **6. NORTH AMERICA DARK CHOCOLATE MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024
- 6.2 North America Dark Chocolate Market Trends and Growth Opportunities
  - 6.2.1 North America Dark Chocolate Market Outlook by Type
  - 6.2.2 North America Dark Chocolate Market Outlook by Application
- 6.3 North America Dark Chocolate Market Outlook by Country
  - 6.3.1 The US Dark Chocolate Market Outlook, 2021- 2032
  - 6.3.2 Canada Dark Chocolate Market Outlook, 2021- 2032
  - 6.3.3 Mexico Dark Chocolate Market Outlook, 2021- 2032

## **7. EUROPE DARK CHOCOLATE MARKET SIZE OUTLOOK**

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Dark Chocolate Market Trends and Growth Opportunities
  - 7.2.1 Europe Dark Chocolate Market Outlook by Type
  - 7.2.2 Europe Dark Chocolate Market Outlook by Application
- 7.3 Europe Dark Chocolate Market Outlook by Country
  - 7.3.2 Germany Dark Chocolate Market Outlook, 2021- 2032
  - 7.3.3 France Dark Chocolate Market Outlook, 2021- 2032
  - 7.3.4 The UK Dark Chocolate Market Outlook, 2021- 2032
  - 7.3.5 Spain Dark Chocolate Market Outlook, 2021- 2032
  - 7.3.6 Italy Dark Chocolate Market Outlook, 2021- 2032
  - 7.3.7 Russia Dark Chocolate Market Outlook, 2021- 2032
  - 7.3.8 Rest of Europe Dark Chocolate Market Outlook, 2021- 2032

## **8. ASIA PACIFIC DARK CHOCOLATE MARKET SIZE OUTLOOK**

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Dark Chocolate Market Trends and Growth Opportunities
  - 8.2.1 Asia Pacific Dark Chocolate Market Outlook by Type

- 8.2.2 Asia Pacific Dark Chocolate Market Outlook by Application
- 8.3 Asia Pacific Dark Chocolate Market Outlook by Country
  - 8.3.1 China Dark Chocolate Market Outlook, 2021- 2032
  - 8.3.2 India Dark Chocolate Market Outlook, 2021- 2032
  - 8.3.3 Japan Dark Chocolate Market Outlook, 2021- 2032
  - 8.3.4 South Korea Dark Chocolate Market Outlook, 2021- 2032
  - 8.3.5 Australia Dark Chocolate Market Outlook, 2021- 2032
  - 8.3.6 South East Asia Dark Chocolate Market Outlook, 2021- 2032
  - 8.3.7 Rest of Asia Pacific Dark Chocolate Market Outlook, 2021- 2032

## **9. SOUTH AMERICA DARK CHOCOLATE MARKET SIZE OUTLOOK**

- 9.1 Key Market Statistics, 2024
- 9.2 South America Dark Chocolate Market Trends and Growth Opportunities
  - 9.2.1 South America Dark Chocolate Market Outlook by Type
  - 9.2.2 South America Dark Chocolate Market Outlook by Application
- 9.3 South America Dark Chocolate Market Outlook by Country
  - 9.3.1 Brazil Dark Chocolate Market Outlook, 2021- 2032
  - 9.3.2 Argentina Dark Chocolate Market Outlook, 2021- 2032
  - 9.3.3 Rest of South and Central America Dark Chocolate Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA DARK CHOCOLATE MARKET SIZE OUTLOOK**

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Dark Chocolate Market Trends and Growth Opportunities
  - 10.2.1 Middle East and Africa Dark Chocolate Market Outlook by Type
  - 10.2.2 Middle East and Africa Dark Chocolate Market Outlook by Application
- 10.3 Middle East and Africa Dark Chocolate Market Outlook by Country
  - 10.3.1 Saudi Arabia Dark Chocolate Market Outlook, 2021- 2032
  - 10.3.2 The UAE Dark Chocolate Market Outlook, 2021- 2032
  - 10.3.3 Rest of Middle East Dark Chocolate Market Outlook, 2021- 2032
  - 10.3.4 South Africa Dark Chocolate Market Outlook, 2021- 2032
  - 10.3.5 Egypt Dark Chocolate Market Outlook, 2021- 2032
  - 10.3.6 Rest of Africa Dark Chocolate Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Ferrero Group

Crown Holdings Inc.  
Blommer Chocolate Company  
Ezaki Glico Co., Ltd.  
Nestlé S.A.  
Mondelez International  
The Hershey Company  
The Hershey Company (Brookside)  
Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF)  
Chocolats Frey AG  
August Storck KG  
Mars, Incorporated  
C?moi Group  
11.2 Overview  
11.3 Products and Services  
11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options  
12.2 Customization Options  
12.3 Publisher Details

## I would like to order

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