

The Grocer : Confectionery

Research on behalf of The Grocer – July 2018

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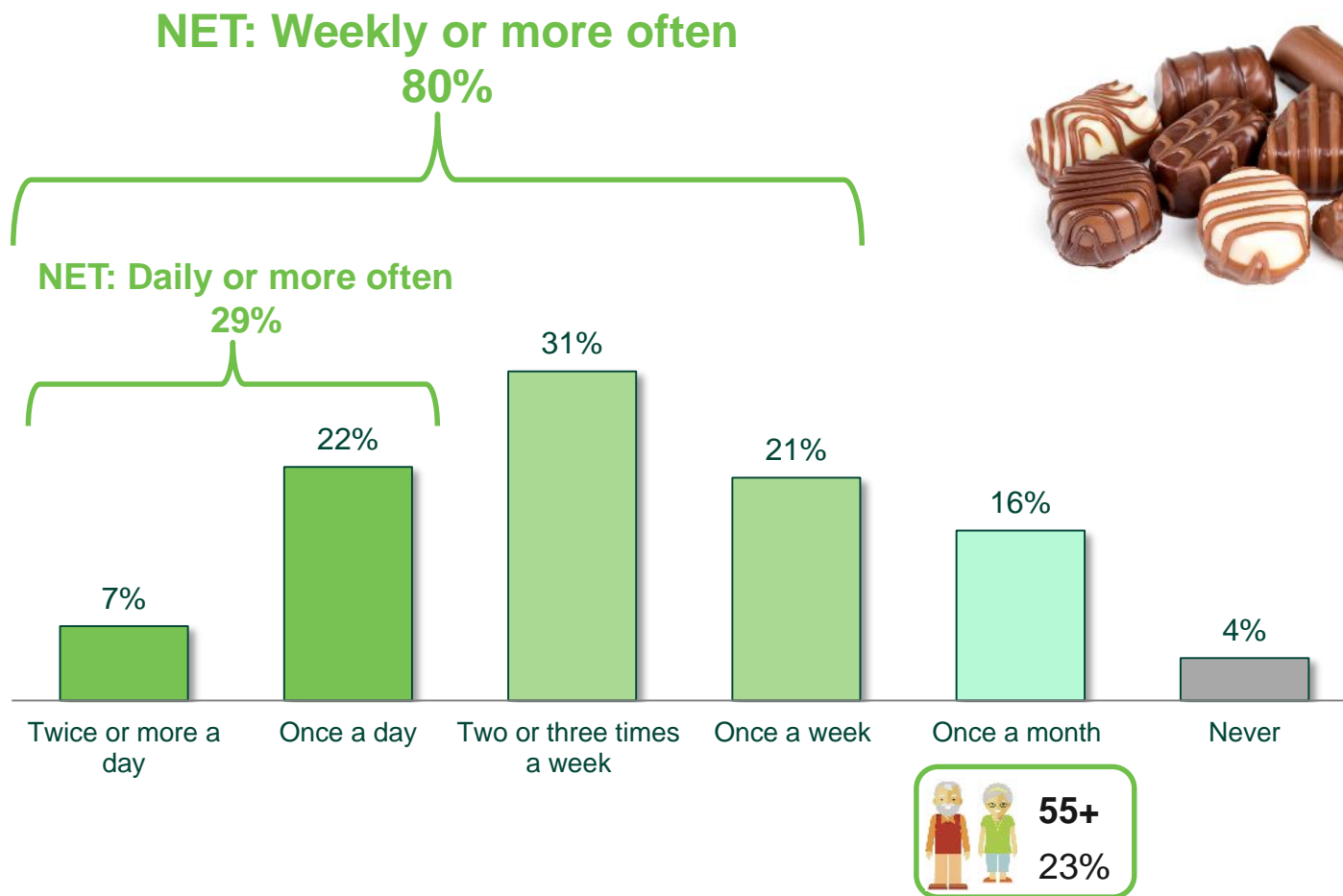
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The
Grocer



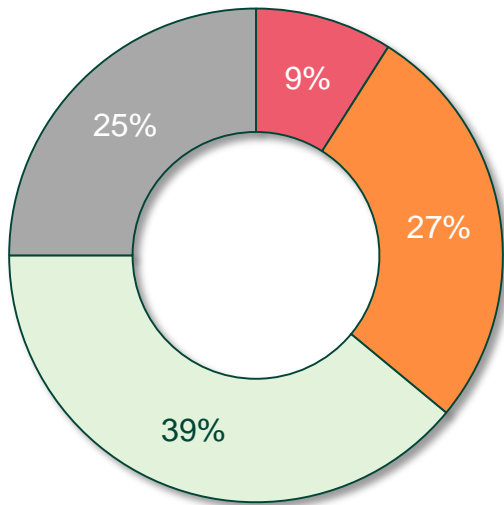
8 out of 10 Brits consume chocolate at least once a week, with 29% consuming chocolate on a daily basis. Just 4% never eat chocolate.

Frequency of chocolate consumption



Just over a third (36%) are concerned about the number of calories in the chocolate they eat, highest amongst women and 25-34s.

Concerns about calorie consumption



Very worried

Quite worried

Not that worried

Not at all worried

NET: worried
36%



42%

25-34: 44%



Over 9 out of 10 believe that there are too many calories in the chocolate options currently available in the shops, this is significantly higher amongst women compared to men (95% and 89% respectively).

Calorie content of confectionery currently in the market

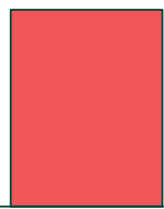
Too high in calories = 92%

95%
89%

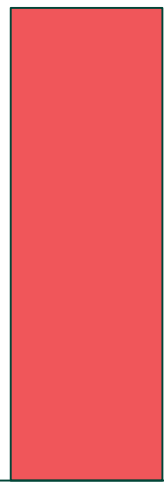


18%

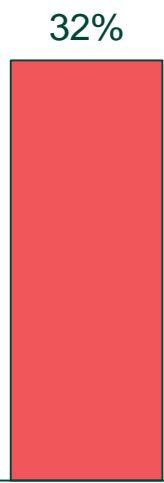
40%



All are too high



Most are too high



Some are too high



A few are too high



None

Just over half would consider eating chocolate more regularly if low calorie options were available, this is higher amongst women and 18-34s. However, a large proportion (46%) say that availability of low calorie chocolate would have no impact on their overall chocolate consumption.

Future consideration for low calorie chocolate products

Would eat chocolate more regularly if lower calorie options were available

54%



60%



47%

18-24s: 72%

25-34s: 71%



Much more regularly: 19%

Slightly more regularly: 34%

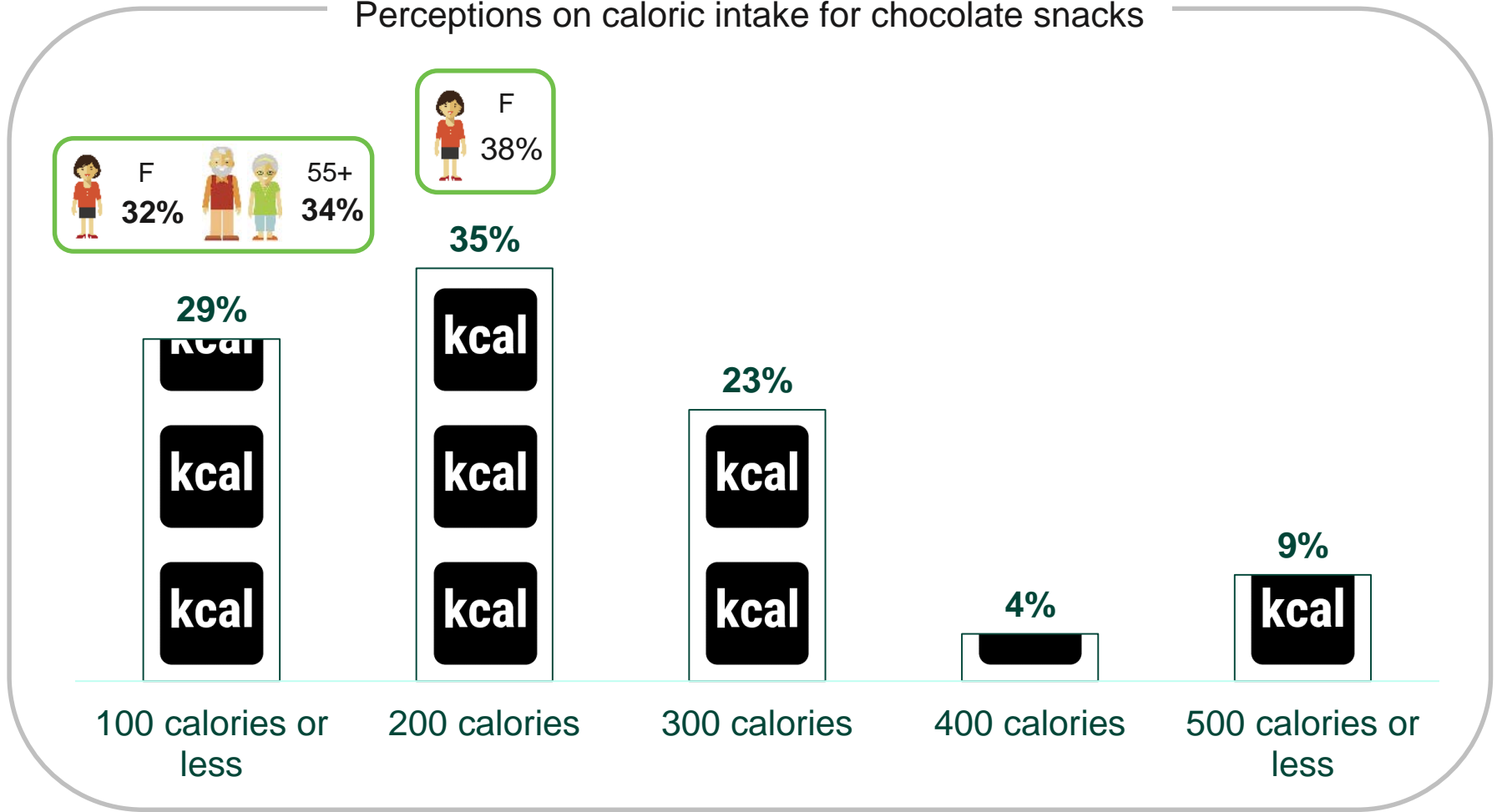
Availability of lower calorie chocolate would make **no** difference to frequency of chocolate consumption

46%



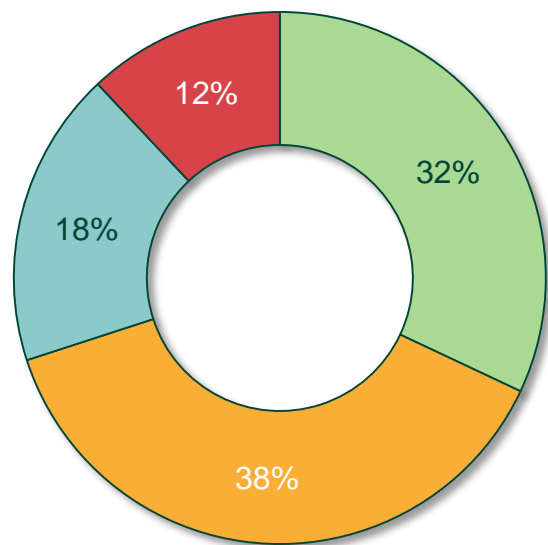
100
calories
or less

The largest majority (35%) believe that **200 calories** is the upper limit for the number of calories that are acceptable within a chocolate snack, with women significantly more likely to want fewer calories than men.



70% of respondents would be interested in trying low sugar chocolate, more so amongst women compared to men.

Interest in low sugar chocolate



- Very interested
- Quite interested
- Not that interested
- Not at all interested



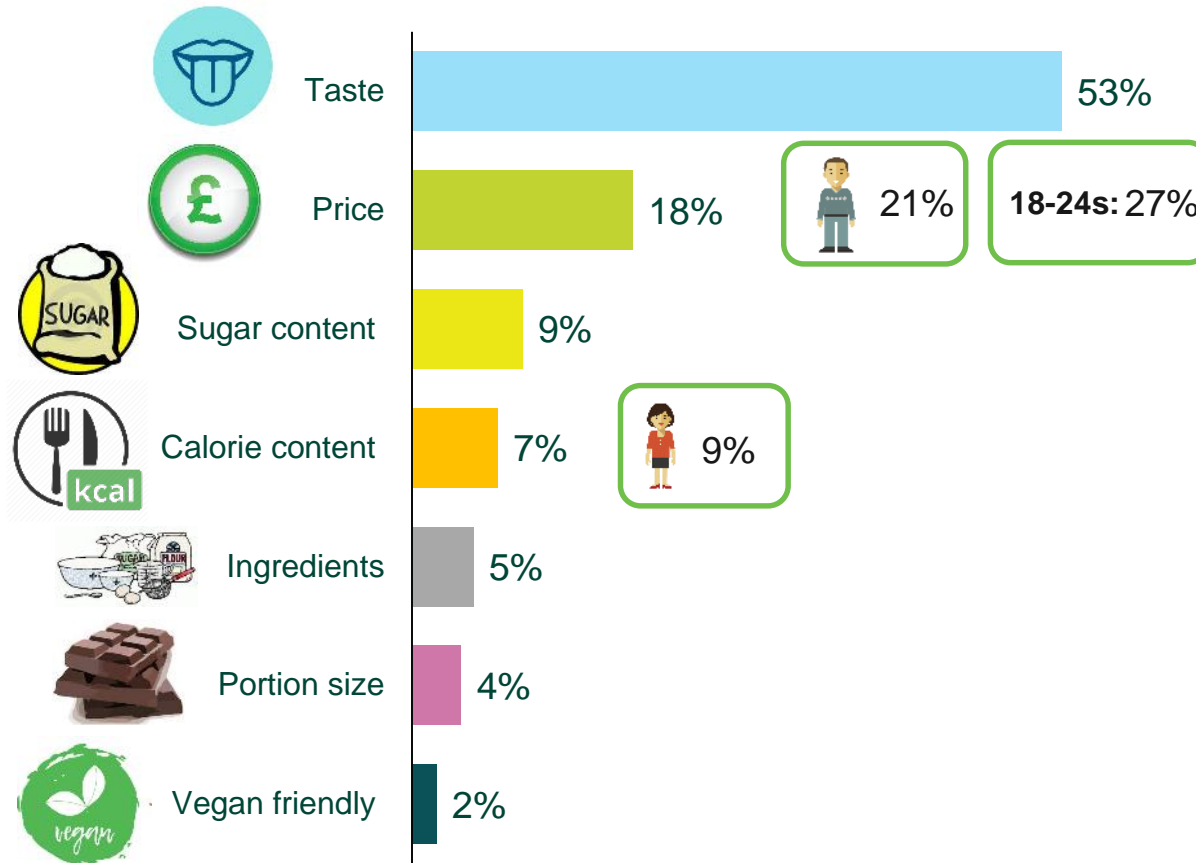
**NET: interested
70%**

Women are more likely to say they would be interested in low sugar content chocolate (78%) compared to men (61%).



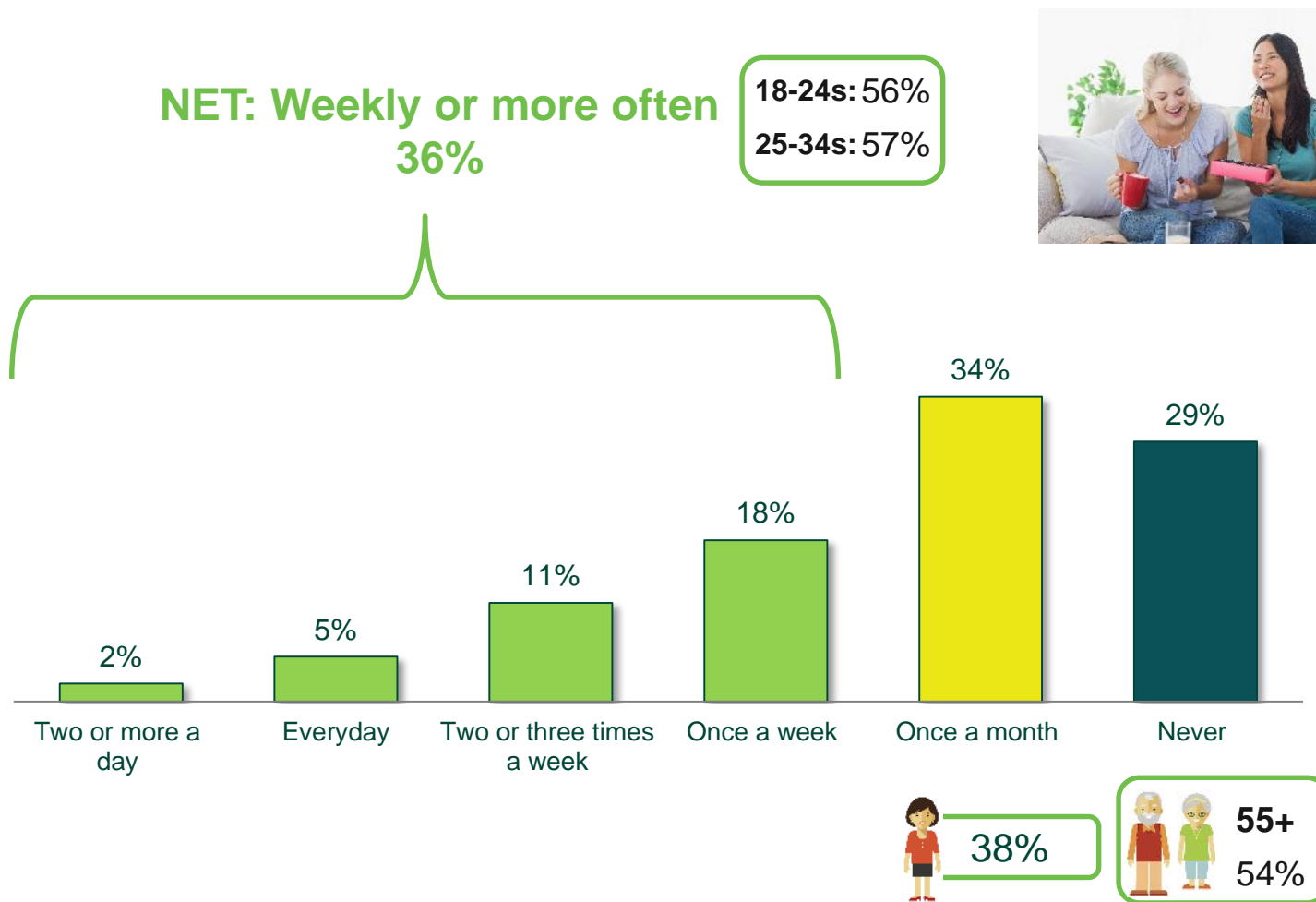
The most important factor when selecting a confectionery snack is taste (53%), followed by price (18%). Men and 18-24s are more concerned with price, whilst women are more interested in calorie content.

Important factors when choosing confectionery



Over a third (36%) eat chocolate sharing bags at least once a week, rising to over half of 18-34s.

Frequency of consuming sharing bags of chocolate

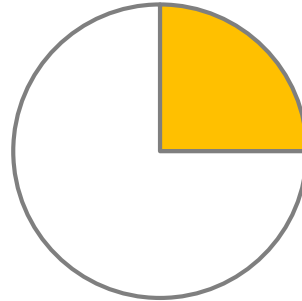


When eating sharing bags of chocolate, a third of respondents eat around half in one sitting (32%). Over a fifth eat the whole bag in one sitting – highest amongst 18-24yrs (30%)!

Chocolate consumption when sharing



Less than a quarter
16%



Around a quarter
25%

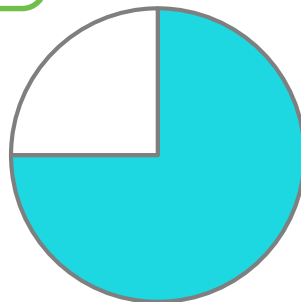


Around a half
32%

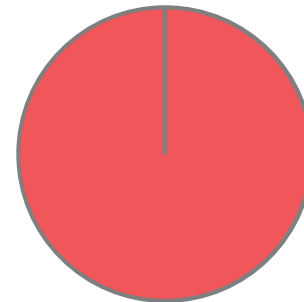


55+

26%



Around three quarters
6%



Often will eat the whole thing
21%

Key take outs...



- Chocolate is consumed by the vast majority of Brits; **80%** of consumers say that they eat it **at least weekly**, with **29%** consuming chocolate on a **daily basis**. Sharing bags are also popular; **36%** of those who eat chocolate eat sharing bags at least weekly.



- However, whilst chocolate is popular, the sugar debate and the war on obesity seem to be having an influence on consumers. Over a third (36%) of consumers say they are **worried about the calorie content** of the chocolate they eat – women in particular.



- There is an interest amongst consumers in **'healthier' chocolate options**; 7 in 10 would be interested in trying a **low sugar chocolate**, and over half (54%) of consumers say they would **eat chocolate more regularly** if **low calorie** options were available to them, particularly women and 18-34s. This is a clear opportunity for brands who can get a low calorie/ low sugar offering right.



- However, despite consumer's concerns, when asked the most important factor when selecting a confectionery snack, **taste** comes out on top (53%) followed some way behind by **price** (18%). Despite clear concerns, sugar content (9%) and calorie content (7%) are selected by few as most important. Clearly, whilst calorie and sugar content seems to matter to consumers, ultimately **taste is a priority in a confectionery snack**, so balancing great taste with a controlled calorie message will go a long way to meeting the needs of health-conscious consumers.

Appendix

Approach & Demographics



Approach and Panel

- We conducted an *online omnibus survey* with **2,122 adults** aged **18+** across **England, Scotland, and Wales** between **4th – 8th June 2018**.
- The survey took place using our sister-company **toluna.com online panel** which consists of members of the **general public** who have opted in and voluntarily agreed to participate in online research studies.
 - Through careful recruitment and management, **we are able to rapidly survey large numbers of the general population** and accurately **represent the views of the nation**.

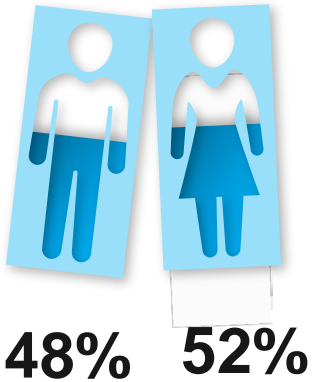


Omnibus Audience

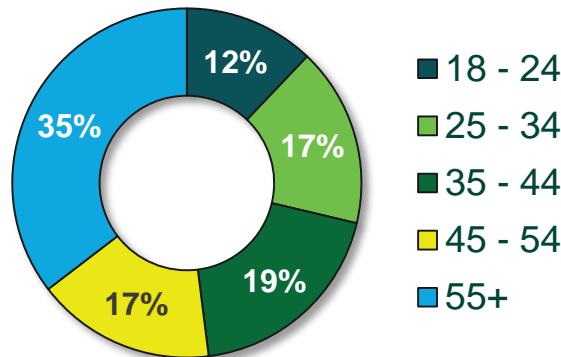
A representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the nation
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

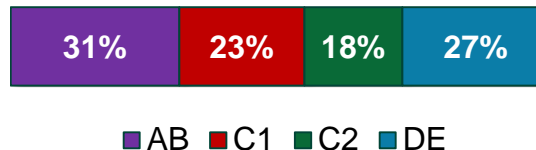
Gender



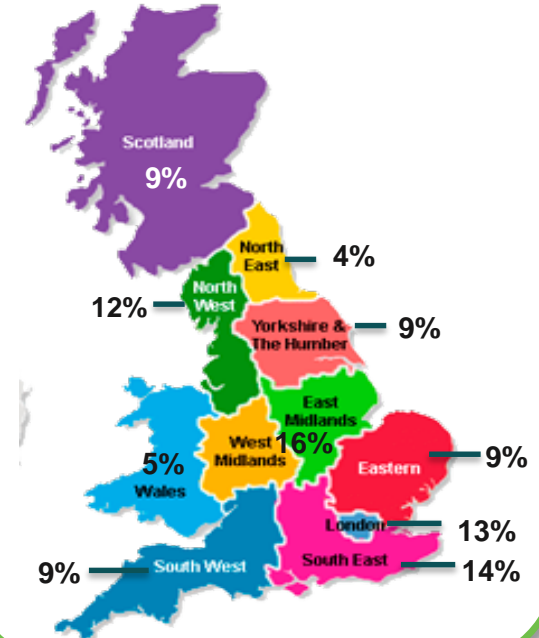
Age



Social Grade



Region



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