



Freedonia Focus Reports
US Collection

Chocolate Candy: United States

August 2016



Highlights

Market Overview

Market Size | Marketing Trends | Product Trends and Opportunities | Retail Trends
Competitive Landscape | Market Share

Resources

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About This Report

Scope & Method

This report forecasts annual US chocolate candy and total confectionery retail sales in US dollars for 2016 to 2020. To illustrate historical trends, total confectionery, chocolate candy, non-chocolate candy, and gum sales are provided in annual series from 2011 to 2015.

This report examines the market for chocolate candy across the US retail spectrum, and places the market in the larger context of the overall confectionery market, defined as the total US market for chocolate/non-chocolate candy and gum. Excluded from the scope of this report are other products such as chocolate-covered salted snacks, baking chocolate, chocolate cakes and ice cream, health/energy bars, nutritional snacks/trail mixes, fruit snacks, and other food products that may contain chocolate such as hot cocoa, chocolate syrup, and chocolate milk flavoring.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Other various topics are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Chocolate Candy: United States (FF10045) is based on [Chocolate Candy Market in the US](#), a comprehensive industry study published by Packaged Facts. The information contained in this report was obtained from primary and secondary research. Primary research entailed consultations with candy market sources, on-site examination of retail venues, and fielding a proprietary Packaged Facts online consumer survey focusing on chocolate product shopper insights. Secondary research included extensive internet canvassing and research-and data-gathering from relevant consumer business and trade publications; company reports including annual reports, press releases, and investor conference calls; company profiles in trade and consumer publications; government reports; and other food and beverage market reports by Packaged Facts.

About This Report

Sales estimates are based on data from the above sources as well as Information Resources (IRI) data for mass-market channels (supermarkets, drugstores, mass merchandisers, military commissaries, and select club and dollar stores); market size estimates from other sources, including those appearing in the trade press; the performance of relevant retail venues; and consumer usage rates for chocolate candy products; and new product introduction activity in the market.

Our consumer analysis draws primarily on two data sources. The first is national consumer survey data from Simmons. Through an ongoing program of booklet questionnaire surveys of a large probability sample of consumers who represent a statistically accurate cross-section of the US adult population, Simmons data allow for detailed demographic profiles across various consumer product and service markets, including the candy market. The discussion of consumer patterns also draws on proprietary Packaged Facts online consumer surveys, including an August 2016 survey based on 2,000 US adults who in aggregate are census representative on the primary demographic measure of age, gender, geographic region, race/ethnicity, and presence of children in the household.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 8 | Industry Codes Related to Chocolate Candy

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311320	Chocolate and Confectionery Mfg from Cacao Beans	2066	Chocolate and Cocoa Products
311330	Confectionery Mfg from Purchased Chocolate	3556	Food Products Machinery
333294	Food Product Machinery Mfg	5145	Confectionery
445292	Confectionery and Nut Stores	5441	Candy, Nut, and Confectionery Stores

Source: US Census Bureau

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Resources

Packaged Facts

Chocolate Candy Market in the US, August 2016

The Freedonia Group

Freedonia Industry Studies

Alternative Sweeteners Market in the US, February 2017

Natural Flavors & Fragrances, October 2016

Retail Ready Packaging, July 2016

World Flavors & Fragrances, March 2016

Food Containers: Rigid & Flexible, February 2016

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Dairy Products: United States

Flavors & Fragrances: United States

Frozen Foods: United States

Gluten-Free Foods: United States

Grain-Based Foods: United States

Healthy-Ingredient Snacks: United States

Ice Cream & Frozen Desserts: United States

Natural & Organic Foods & Beverages: United States

Processed Food: United States

Snack Foods: United States

World Flavors & Fragrances

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Trade Publications

Advertising Age

Candy Industry

Confectionery News

Food Business News

Food Business Review

Grocery Headquarters

Prepared Foods

Progressive Grocer

Refrigerated & Frozen Foods

Supermarket News

Agencies & Associations

Fine Chocolate Industry Association
Grocery Manufacturers Association
Information Resources
National Confectioners Association
National Frozen & Refrigerated Foods Association
Natural Marketing Institute
Simmons National Consumer Survey
United States Census Bureau
United States Food and Drug Administration
United States International Trade Association