



Freedonia Focus Reports
US Collection

Chocolate Candy: United States

April 2021



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About This Report

Scope

This report forecasts to 2025 US chocolate candy retail sales in US dollars. Total retail sales are segmented by type in terms of:

- box, bag, and bar
- holiday and seasonal
- snack size
- gift box
- sugar-free
- novelty

To illustrate historical trends, total retail sales and the various segments are provided in annual series from 2015 to 2020.

Baking chips and baking chocolate are included in the box/bag/bar segment, holiday/seasonal segment, and sugar-free segment depending upon which category is most relevant. Cocoa is not included in the numbers in this report since it is an ingredient used to make chocolate and not chocolate itself.

Freedonia 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, including profiles of pertinent companies, 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: U.S. Market Trends and Opportunities*, a comprehensive industry study published by Packaged Facts. Analysis draws largely on three primary sources of consumer data:

About This Report

- The February-March 2021 Packaged Facts National Online Consumer Survey includes a panel of 2,046 US adults (age 18 and older) that is balanced to the national population on primary demographic measures such as age group, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income.
- The Spring 2020 MRI National Study and other survey years going back to 2010 are booklet-based surveys conducted across tens of thousands of respondents selected by address-based sampling to represent a statistically accurate cross-section of the US adult population (age 18+).
- The International Food Information Council Foundation's 2020 and 2019 Food & Health Surveys provide valuable insight into consumers' perspectives on food purchasing decisions, diet and lifestyle choices, and health benefits of foods, along with insights on other pertinent topics.

Other primary and secondary sources consulted include IRI scanner sales data through selected retail outlets; trade associations; environmental and animal-welfare advocacy groups; third-party credentialing organizations; and trade, business, and consumer publications.

The US Food and Drug Administration and US Department of Agriculture websites provided information on consumption data and regulations affecting foods.

Retail sales are estimated as a total market size including sales from:

- grocery stores and supermarkets (e.g., Kroger and Albertsons)
- mass merchandisers (e.g., Walmart, Target, and Meijer)
- warehouse clubs (e.g., Costco, Sam's Club, and BJ's)
- discount grocers (e.g., ALDI and Save-a-Lot)
- dollar stores and drug stores (e.g., Dollar General and CVS)
- convenience stores (e.g., 7-Eleven and Circle K)
- specialty and natural foods stores (e.g., Whole Foods, Trader Joe's, and Sprouts Farmers Market)
- chocolate shops and gift shops (e.g., Godiva Chocolatier, Edible Arrangements, Hallmark Shop)
- farmers' markets and co-ops
- online retailers, including online sales via third-party apps and the retail websites of brick-and-mortar grocers (e.g., Amazon, Peapod, Instacart, 1800flowers.com, Kroger.com, Walmart.com, Harryanddavid.com)

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

Industry Codes

Table 4 | NAICS & SIC Codes Related to Chocolate Candy

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
311351	Chocolate and Confectionery Mfg from Cacao Beans	2064	Candy and Other Confectionery Products
311352	Confectionery Mfg from Purchased Chocolate	2066	Chocolate and Cocoa Products
333241	Food Product Machinery Mfg	3556	Food Products Machinery
424450	Confectionery Merchant Wholesalers	5145	Confectionery
445292	Confectionery and Nut Stores	5441	Candy, Nut, and Confectionery Stores

Source: US Census Bureau

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Resources

Packaged Facts

- Cannabis and CBD: U.S. Retail Market Trends and Opportunities*
- Chocolate Candy: U.S. Market Trends and Opportunities*
- Consumer and Corporate Food Gifting in the U.S.*
- Dairy & Egg Alternatives: Outlook for Plant-Based & Cell-Cultured Consumer Products*
- Home Baking: U.S. Market Trends & Opportunities*
- Meat, Poultry & Seafood Alternatives: Outlook for Plant-Based & Cultured Cell-Based Consumer Products*
- U.S. Food Market Outlook 2020: Home Cooking, Grocery Shopping, & Food Trends in the Age of Coronavirus*
- Vegan, Vegetarian, and Flexitarian Consumers*

The Freedonia Group

Freedonia Industry Studies

- Cannabis Packaging Opportunities*
- Fresh Produce Packaging*
- Frozen Food Packaging*
- Global Caps & Closures*
- Global E-Commerce*
- Global Food Processing Machinery*
- Global Foodservice*
- Global Foodservice Single-Use Products*
- Global Single-Use Plastic Packaging Regulations*
- Meat, Poultry, & Seafood Packaging*
- Pouches*
- Protective Packaging*
- US Restaurant Reopening: COVID-19 Impact on Supplies*

Freedonia Focus Reports

- COVID-19 Market Impact Analysis*
- Dairy Products: United States*
- Demographics: United States*
- E-Commerce: United States*
- Food Processing: United States*
- Food Retail: United States*
- Frozen Foods: United States*
- Frozen Foods Retail: United States*
- Global Food E-Commerce*

About This Report

Ice Cream & Frozen Desserts: United States

Nutritional Bars & Shakes: United States

Packaging: United States

Restaurants & Foodservice: United States

Freedonia Custom Research

Trade Publications

Candy Industry

Confectionery News

Food Business News

Prepared Foods

Progressive Grocer

Refrigerated & Frozen Foods

Supermarket News

Winsight Grocery Business

Agencies & Associations

Fine Chocolate Industry Association

International Food Information Council

National Confectioners Association

National Frozen & Refrigerated Foods Association

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Association