

## **Global Crunchy Chocolate Market Report and Forecast 2024-2032**

Market Report | 2024-05-01 | 145 pages | EMR Inc.

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### **Report description:**

Global Crunchy Chocolate Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global crunchy chocolate market size reached a value of USD 16.35 billion in 2023. Aided by rising demand for chocolate confections and increasing disposable incomes, the market is projected to further grow at a CAGR of 4% between 2024 and 2032 to reach a value of USD 22.45 billion by 2032.

Crunchy chocolates are delectable treats made from a combination of malt, sugar, cocoa, condensed milk, and nuts and almonds. Renowned for their ability to offer a burst of energy, alleviate stress, and combat the effects of aging, chocolates enhance cognitive abilities by promoting better blood circulation in the brain. Additionally, they play a crucial role in reducing the likelihood of blood clots, ultimately benefiting heart health.

Characterised by its delectable blend of smooth chocolatey goodness and crispy, crunchy inclusions such as nuts, cereals, or biscuit pieces, crunchy chocolate offers consumers a multisensory journey of taste and texture. Whether enjoyed as a standalone treat or incorporated into decadent desserts and confectionery creations, crunchy chocolate continues to captivate palates across the globe with its irresistible allure, thereby leading to crunchy chocolate market growth.

The burgeoning popularity of crunchy chocolate is underpinned by a numerous factors shaping the contemporary snacking market. Primarily, the universal love for chocolate remains a driving force behind the market's growth, with consumers of all ages and demographics indulging in chocolate-based treats as a source of comfort, pleasure, and celebration.

The increasing focus on health and a desire for indulgent flavours and enhanced sensory experiences are leading consumers to gravitate toward premium chocolates. This trend is driving the demand for crunchy chocolates in the market. Premium chocolate products are crafted using high-quality ingredients such as rich caramel, tree nuts (such as almonds, coconut, and walnuts), and other clean ingredients, resulting in a superior taste and nutritional profile, leading to crunchy chocolate market development. In addition, many European countries and the UK governments are actively supporting the production of cocoa-rich chocolates with low sugar content. They have implemented strict guidelines and production standards for manufacturers to ensure high product quality and combat widespread obesity and health issues among citizens.

As per the crunchy chocolate market analysis, North America is also poised to become a significant market for this product. Both the United States and Canada rank among the top ten countries globally in terms of chocolate consumption. Furthermore, the Asia

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Pacific region is anticipated to witness a rise in the number of food manufacturers specialising in chocolate and confectionery production. This trend is driven by evolving consumer preferences in the region, presenting businesses with opportunities to venture into the premium category and diversify their product offerings.

Furthermore, as people's disposable incomes continue to rise, premium chocolate boxes are becoming a popular choice for gifting on various occasions. Consequently, the premium segment of crunchy chocolates is expected to experience significant growth in the forecast period, consequently driving up the crunchy chocolate market share.

Furthermore, the evolving consumer preferences towards premium and indulgent snack options have propelled the demand for gourmet and artisanal crunchy chocolate offerings. With discerning consumers increasingly seeking out products that offer not only exceptional taste but also unique textures and flavour combinations, artisanal chocolatiers and confectionery manufacturers are stepping up to cater to this demand with innovative and upscale offerings, therefore fuelling the crunchy chocolate market growth.

#### Market Segmentation □

The market can be divided based on the type, price point, distribution channel, and region

#### Market Breakup by Type

- Bar
- Toffee Bites
- Balls
- Truffles
- Others

#### Market Breakup by Price Point

- Premium
- Mainstream

#### Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Convenience Stores
- Online Channels
- Others

#### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in global crunchy chocolate market. Some of the major players explored in the report by Expert Market Research are as follows:

- Nestle S.A
- Ferrero International SA
- Mondelez International Inc
- Mars, Incorporated
- A. Loacker AG/SPA
- Chocoladefabriken Lindt & Sprungli AG
- Arcor SAIC
- Meiji Holdings Co., Ltd.
- Pladis Foods Ltd.

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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