

North America Chocolate Market Report and Forecast 2025-2034

Market Report | 2025-06-05 | 115 pages | EMR Inc.

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Report description:

The North America chocolate market size was valued at USD 31.17 Billion in 2024. The market is further projected to grow at a CAGR of 4.50% between 2025 and 2034, reaching a value of USD 48.41 Billion by 2034.

As per the North America chocolate market analysis, companies like Godiva and Lindt & Sprungli are capitalising on the trend of premiumisation by offering a range of high-end chocolates with unique flavours and exquisite packaging. For example, Godiva's Gold Discovery Collection features premium chocolates with flavours like hazelnut praline, raspberry ganache, and caramel.

Brands like Ghirardelli and Green & Blacks are responding to the demand for health-conscious chocolate options by focusing on dark chocolate varieties. Ghirardelli's Intense Dark Chocolate line offers bars with high cocoa content, highlighting the antioxidant properties and health benefits of dark chocolate. This emphasis on health-conscious offerings aligns with consumer preferences for better-for-you products and contributes to the growth of the dark chocolate segment in the market.

Chocolate brands like Hershey's and Mars are leveraging the trend of online retail acceleration to reach consumers through e-commerce platforms and direct-to-consumer channels. Hershey's, for example, offers a wide range of chocolate products on its website, allowing customers to conveniently purchase their favourite treats online and have them delivered to their doorstep. This shift towards online retail experiences provides brands with new avenues for North America chocolate market development.

In 2022, the dark chocolate segment accounted for a significant share of the market because of its health benefits, including improved cognition, lower risk of heart strokes, enhanced immune system effectiveness, and high flavonoid content that fights free radicals and improves the circulatory system.

However, the milk chocolate segment still dominates as they have high milk content and low cocoa concentration, resulting in a creamy texture and delicate taste, which drives their popularity among consumers. The growth of the segment is fuelled by the rising demand for milk chocolate as an ingredient in various confectionery products like icing on cakes, cupcakes, puddings, and other sweets.

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Market Segmentation

North America Chocolate Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments

Market Breakup by Type

- Dark Chocolate
- Milk Chocolate
- White Chocolate

Market Breakup by Product Type

- Pure Chocolate
- Compound Chocolate

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- Others

Market Breakup by Region

- United States of America
- Canada

Competitive Landscape

Market players are introducing premium chocolates with high-quality cocoa, distinct flavours, and organic components, including honey, caramel, and dark chocolate, to maintain their competitiveness.

- Mars, Incorporated
- Mondelez International, Inc.
- Ferrero International S.A.
- Nestle S.A.
- The Hershey Company
- Barry Callebaut AG
- Grupo Arcor

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- Chocoladefabriken Lindt & Sprungli AG
- August Storck KG
- Meiji Holdings Co., Ltd.
- Others

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Countries
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Global Chocolate Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Global Chocolate Historical Market (2018-2024)
 - 5.3 Global Chocolate Market Forecast (2025-2034)
 - 5.4 Global Chocolate Market Share by Region
 - 5.4.1 North America
 - 5.4.2 Europe

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- 5.4.3 Asia Pacific
- 5.4.4 Latin America
- 5.4.5 Middle East and Africa
- 6 North America Chocolate Market Overview
- 6.1 Key Industry Highlights
- 6.2 North America Chocolate Historical Market (2018-2024)
- 6.3 North America Chocolate Market Forecast (2025-2034)
- 7 North America Chocolate Market by Type
- 7.1 Dark Chocolate
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
- 7.2 Milk Chocolate
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
- 7.3 White Chocolate
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
- 8 North America Chocolate Market by Product Type
- 8.1 Pure Chocolate
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
- 8.2 Compound Chocolate
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
- 9 North America Chocolate Market by Distribution Channel
- 9.1 Supermarkets and Hypermarkets
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
- 9.2 Convenience Stores
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
- 9.3 Online
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
- 9.4 Others
- 10 North America Chocolate Market by Country
- 10.1 United States of America
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
- 10.2 Canada
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
- 11 Market Dynamics
- 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities

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- 11.1.4 Threats
- 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
- 11.3 Key Indicators of Demand
- 11.4 Key Indicators of Price
- 12 Value Chain Analysis
- 13 Trade Data Analysis (HS Code - 186)
 - 13.1 Major Importing Countries
 - 13.1.1 By Volume
 - 13.1.2 By Value
 - 13.2 Major Exporting Countries
 - 13.2.1 By Volume
 - 13.2.2 By Value
- 14 Price Analysis
- 15 Competitive Landscape
 - 15.1 Supplier Selection
 - 15.2 Key Global Players
 - 15.3 Key Regional Players
 - 15.4 Key Player Strategies
 - 15.5 Company Profiles
 - 15.5.1 Mars, Incorporated
 - 15.5.1.1 Company Overview
 - 15.5.1.2 Product Portfolio
 - 15.5.1.3 Demographic Reach and Achievements
 - 15.5.1.4 Certifications
 - 15.5.2 Mondelez International, Inc.
 - 15.5.2.1 Company Overview
 - 15.5.2.2 Product Portfolio
 - 15.5.2.3 Demographic Reach and Achievements
 - 15.5.2.4 Certifications
 - 15.5.3 Ferrero International S.A.
 - 15.5.3.1 Company Overview
 - 15.5.3.2 Product Portfolio
 - 15.5.3.3 Demographic Reach and Achievements
 - 15.5.3.4 Certifications
 - 15.5.4 Nestle S.A.
 - 15.5.4.1 Company Overview
 - 15.5.4.2 Product Portfolio
 - 15.5.4.3 Demographic Reach and Achievements
 - 15.5.4.4 Certifications
 - 15.5.5 The Hershey Company
 - 15.5.5.1 Company Overview
 - 15.5.5.2 Product Portfolio

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- 15.5.5.3 Demographic Reach and Achievements
- 15.5.5.4 Certifications
- 15.5.6 Barry Callebaut AG
 - 15.5.6.1 Company Overview
 - 15.5.6.2 Product Portfolio
 - 15.5.6.3 Demographic Reach and Achievements
 - 15.5.6.4 Certifications
- 15.5.7 Grupo Arcor
 - 15.5.7.1 Company Overview
 - 15.5.7.2 Product Portfolio
 - 15.5.7.3 Demographic Reach and Achievements
 - 15.5.7.4 Certifications
- 15.5.8 Chocoladefabriken Lindt & Sprungli AG
 - 15.5.8.1 Company Overview
 - 15.5.8.2 Product Portfolio
 - 15.5.8.3 Demographic Reach and Achievements
 - 15.5.8.4 Certifications
- 15.5.9 August Storck KG
 - 15.5.9.1 Company Overview
 - 15.5.9.2 Product Portfolio
 - 15.5.9.3 Demographic Reach and Achievements
 - 15.5.9.4 Certifications
- 15.5.10 Meiji Holdings Co., Ltd.
 - 15.5.10.1 Company Overview
 - 15.5.10.2 Product Portfolio
 - 15.5.10.3 Demographic Reach and Achievements
 - 15.5.10.4 Certifications
- 15.5.11 Others

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