



Cargill Cocoa & Chocolate Trend Focus: Premium

Get in touch to discover how we can help you thrive:
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Contact us to learn more about our ingredient trends, or trends in your specific product category.

Trend report

Download the full copy of our trend report for a deeper dive into the key trends we see.

www.cargill.com/trends

www.cargillcocochocolate.com

Meet consumers' demand for high-end, premium products

Today's consumer looks far beyond value for money with the demand for high-end, premium products at an all-time high. The growing trend for moderation – driven by greater health awareness – is also contributing, as consumer demand grows for 'less but better'.



Passionate about provenance

Provenance is becoming a key consideration as consumers are increasingly interested in where their food comes from. In response we are seeing companies displaying information about origin more prominently – and across a broader range of products.

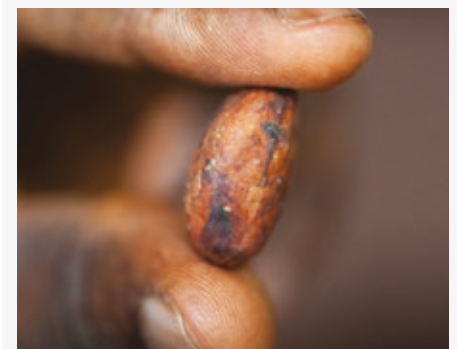
With regard to cocoa and chocolate products, communicating the origin of either the ingredients or the chocolate itself is becoming increasingly common, with both single origin cocoa and Belgian chocolate moving into new categories. Manufacturers are also increasingly highlighting on packaging the country or region where an end-product was made, meeting consumers' desire to buy local products.

Artisanal inspiration

Claims such as 'artisanal' and 'handmade' are on the rise as consumers strive to avoid overly processed foods and manufacturers communicate the processes behind their products on packaging. Details such as 'stoneground' or 'slow churned', with some even including the conching time of chocolate, add proof of value to the finished products.

Helping you innovate

Our local presence in the many different countries of origin, combined with our state-of-the-art factories in Belgium, means we are able to trace the origin country of our cocoa and chocolate as well as offering you the highest quality Belgian chocolate. This helps you to create strong stories around provenance, while satisfying consumers' need to know where their food comes from.



Our ingredients:

- Single origin chocolate and cocoa powders
- Belgian chocolate
- Alpine milk chocolate