Interest in cocoa sustainability intensifies among European consumers

The growing consumer interest in sustainability is driving companies to improve cocoa sustainability to better meet their needs and sustain consumer confidence. The existing consumer concern for sustainability is also driving companies to incorporate sustainability into their supply chains.

Cocoa sustainability is moving higher up the agenda

“...we have a responsibility to protect the planet and human rights.”

- Consumer sentiment survey

Consumer awareness and understanding of sustainability has significantly increased

Top cocoa sustainability issues for consumers:

- Climate concerns are heating up
- 23%: Misuse of climate change
- 22%: Reducing carbon footprint linked to cocoa production

The power of sustainability claims

- 66%: Consumers who are interested in sustainability
- 38%: Consumers who purchase sustainable products
- 77%: Consumers who believe in the importance of sustainability

The biggest barrier to buying sustainable cocoa

- 61%: Lack of variety
- 97%: High price

Who is the loyal “sustainable cocoa” consumer?

- 66% of consumers in Europe are interested in sustainability
- 38% of consumers in Europe purchase sustainable cocoa
- Consumers who value sustainability
  - Highest importance: Environmental
  - Moderate importance: Social responsibility
  - Least important: Economic

Our 2023 consumer insights prove conclusively that today’s consumers are demanding the sustainability they see in the products they consume. Sustainability cocoa is the new gold standard for taste, quality, health, and environmental footprint, and consumers expect it. At Cargill, we are committed to helping our partners sustain demand for more sustainable cocoa and chocolate products.”

- Stefan Ruzas
  - President, Cargill Cocoa & Chocolate

"Join us on the journey towards a more sustainable cocoa supply chain" - Stefan Ruzas, President, Cargill Cocoa & Chocolate

Learn more about our sustainable cocoa initiatives and how we are working to meet consumer demand for sustainable cocoa and chocolate products."