

ChocoLogic™

Data Dipped In Chocolate

Unwrap an assortment of findings from our in-depth, proprietary study showcasing customers' preferences, purchasing motivators, consumption behaviors and attitudes towards all things chocolate.



RESEARCH OVERVIEW

We surveyed over 600 U.S. chocolate consumers ages 18-78.

Uncover Why Consumers Crave Chocolate

Our ChocoLogic™ research and insights uncover consumer consumption preferences and purchasing habits that are influenced by a variety of factors, including generation, attitude, application and more.

CHOCOLATE TOPS THE INGREDIENT CHARTS FOR FAMILIARITY AND TRUE UNIVERSAL APPEAL.

OUR FOCUS: Craveable Categories

- CANDY
- BAKERY
- ICE CREAM
- SNACKS
- BEVERAGES
- NUTRITION BARS

Chocolate Type Is The Top Purchase Consideration

Nearly all consumers have a preference in chocolate type, with milk chocolate being the most universally favored at nearly 50%.



Do Consumers Believe Chocolate Is Healthy?

Among the many interesting findings in the full ChocoLogic™ study, it was reported that consumer believe chocolate to have a place in better-for-you foods.

85% of consumers believe chocolate is okay in moderation

63% of consumers believe chocolate has health benefits

53% select dark chocolate because they believe "it's healthier"

Consumers Reach For Chocolate When They Need A Pick-Me-Up

We found consumers aren't just focused on improving their physical health, but emotional and mental wellbeing too. Good thing chocolate can help with both.

69% of consumers agree "chocolate lifts my mood"

51% of consumers agree "chocolate boosts my energy"

Top Motivators for Chocolate Consumption



78% say holidays provide a good excuse to indulge in chocolate



74% say special occasions provide an excuse to indulge in chocolate

use chocolate as a personal reward



eat chocolate as a sweet treat



CRUSH YOUR NEXT Chocolaty Creation

Get Access to Our Full Study Here!

Meet with the Cargill Cocoa & Chocolate Team for access to the full ChocoLogic™ study and gain the competitive edge you need to stand out! Uncover deeper insights to complement and shape your innovation strategy and become irresistibly appealing to your target consumers.

REQUEST A MEETING TODAY

DIVE DEEPER

Additional ChocoLogic™ Data:

- Cocoa percentage preferences
- Marketplace positionings
- Sugar claims / sugar reduction
- Cocoa bean origin and provenance
- And more – with expert inferences

* United States Consumer Survey on Chocolate Attitudes & Preference. Conducted by Decision Analyst Inc. on behalf of Cargill, February 2023.