



Partnering with you for Chocolate

Get to know chocolate consumers

Firmenich's consumer insight capabilities can help you focus your attention towards key areas of innovation across different foods and beverages.

Identify the right consumption drivers for chocolates and develop innovative chocolate products using these insights -

Taste Reigns Supreme

Consumers' decisions about chocolate are largely influenced by emotional factors. However, "taste" and "texture" play a greater role in their consumption decisions.

It is important for brands to introduce products featuring the authentic taste of chocolate while still creating products that excite consumers with unique ingredients and inclusions.

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The Love For Everything “Dark”

A large number of consumers prefer the taste of dark chocolate to that of milk and white chocolate. Consumers' expectations towards dark chocolate are largely determined by cocoa content. Furthermore, consumers believe dark chocolate has health benefits.

Manufacturers of chocolate should consider introducing more dark chocolate products, balancing the sweetness (not making it too sweet or too bitter), in addition to exploring functional benefits within it, to appeal to Indian consumers.

Quest For Gourmet And Indulgence

Majority of chocolate consumers like trying new chocolate ideas.

The digital era has given rise to the creation of products that are inspired by trends on social media. Brands can introduce chocolate products with innovative formats, flavours and even ingredients. Among the most popular trends today are the emergence of ethnic chocolate flavors like Rasmalai, Paan, Gulkand, and Rabdi. Bringing the experience of dairy, bakery, and beverage products to chocolates can also enhance consumer experiences.

Consumer segmentation

Firmenich has identified chocolate consumers as “Traditionalists, Functionalist, and Opportunists”. These consumer groups have unique needs and aspirations for consuming chocolates.

While traditionalists have a strong emotional connection with chocolates and prefer the regular format (blocks), functionalists prefer variety of inclusions within their chocolates. They want to “experience” unique feelings when consuming chocolates. For opportunists chocolate consumption is aspirational and they want their chocolates to be in line with new trends.

Discover unique consumer needs and preferred flavors to launch the right chocolate for the right consumer by contacting us.

[*Click here to contact us for detailed insights.](#)