



Partnering with you for Chocolate

What's trending ?

Historically chocolates have always been perceived as an indulgent product but the past few years have witnessed an evolution of this segment.

Today, health and wellness is at the centre stage of product innovation. Brands have been quick to acknowledge this and are launching products which are being positioned as being “better for you”. Other equally important trends that brands can pursue include -

Lower Calories

Sugar reduction is one of the leading trends in the chocolate segment. Products with unprocessed sugars like jaggery, honey, cane juice, maple syrup and molasses are becoming popular among consumers.

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There has also been an increasing number of chocolate products launched that are sugar free and contain natural sweeteners like monk fruit and stevia.

In light of government pressure against brands for reducing sugar or facing high taxation and evolving consumer sentiments, sugar reduction will continue to grow.

Highlight Functionality

The ongoing pandemic has reinforced the need to consume foods that are beneficial and help consumers stay protected against various diseases and their adverse lifestyle changes.

Immunity is the #1 priority for consumers today and they are actively seeking out foods with added ingredients like curcumin, ginger, black pepper in addition to essential vitamins and minerals to achieve this.

Another critical need for consumers is "better digestive health." Chocolate products that contain probiotics and fibers have also been on the rise, and this trend is expected to continue.

Chocolates have the power to invoke strong consumer emotions and brands can leverage this opportunity to boost the consumption of chocolates. The power of storytelling through heritage, provenance and unique ingredient sourcing is another prominent trend that has the potential to elevate the chocolate segment.

Heritage and Provenance

The past few years have seen consumers experiencing nostalgia towards their heritage and culture. The prominence of social media has fuelled this even further. Products with local flavours like Rabdi, Paan or exotic ingredients like Madagascar vanilla and Ecuadorian cocoa have a special appeal to consumers. Partner with Firmenich to develop chocolate products with origin claims.

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