

TOP CHOCOLATE TRENDS 2023

**Demand for a
healthy and
ethical lifestyle
drives innovation
and product
differentiation**



**LUKER
Chocolate®**



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The Quest for a healthy and ethical lifestyle

In the wake of cyclical periods of uncertainty, political upheavals, and growing environmental awareness, today's consumers are becoming increasingly mindful of the impact of their consumption on both the planet and their health. As a result, they seek out nutritious food products produced under ethical and sustainable practices

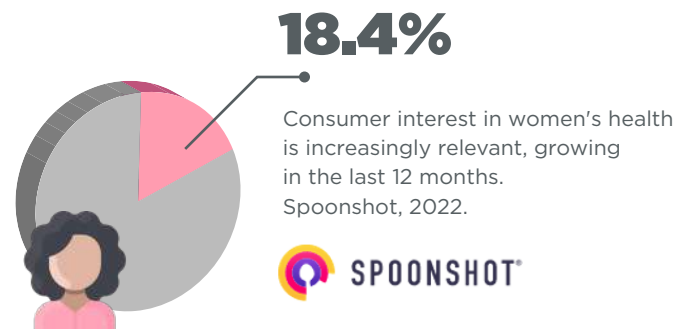
The unprecedented events of **the new 20s have fundamentally altered the way consumers perceive value,** with a growing desire for experiences that are not only enjoyable but also meaningful. This includes seeking out food experiences that nourish both the body and the soul as they navigate a path back towards normalcy.

In the new normal, consumers are beginning to question the cost of their habits and the nutritious quality of their food



Natural & Healthy Sweeteners

The "new normal" has seen a rise in consumer demand for healthier food options. This presents a chance for challenger brands in the chocolate industry to seize this opportunity and cater to the growing interest in functional foods and seek natural and healthier sweeteners. Consumers are searching for snacks that taste good and provide essential vitamins and nutrients, as well as reducing sugar consumption. By incorporating health-promoting ingredients in their chocolate offerings, chocolate brands can stand out in a competitive market and attract health-conscious consumers. Tap into the growing demand for healthier snacks!



Lil' Goodness
Prebiotic Milk Chocolate



The Functional Chocolate
Rhythm Chocolate



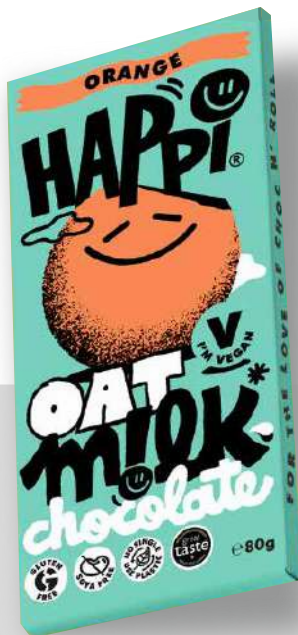
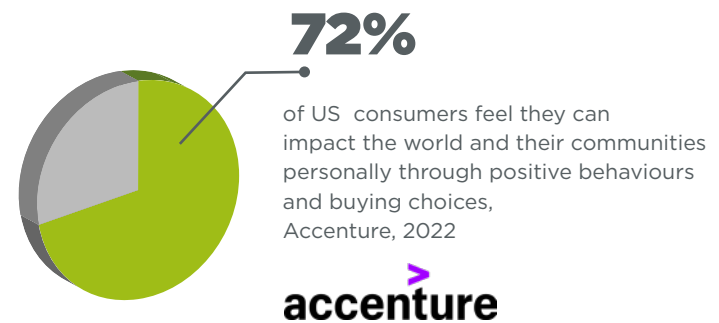
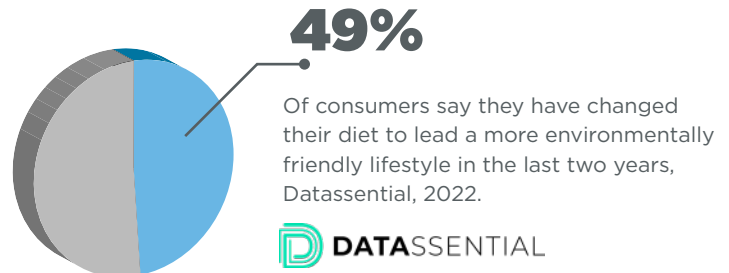
The Functional Mushroom
Mushroom Chocolate 5 Defenders

Ethical Living

Consumers are becoming increasingly aware of their impact on the environment and seek out purpose-driven brands that prioritise sustainability and transparency in their manufacturing processes. In this era of conscious consumption, shoppers are looking for brands committed to reducing their carbon footprint and minimising waste.

It is crucial to stay ahead of these consumer behaviour shifts and offer products that align with the growing trend of 'upcycling' and 'zero waste'.

By embracing these principles, not only are you meeting the evolving preferences of consumers, but you are also positioning your brand as a leader in sustainability and environmental responsibility.



Happi
Oat milk Chocolate



Goodsam
Almond Butter Cups



Choc Affair
Classic Oat Milk Hot Chocolate

Experience More

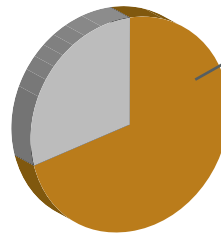
Consumers seek to rediscover the joys of their past through nostalgic experiences as they realise that meaningful moments in life are gained through rewarding experiences rather than material possessions. They are looking for opportunities to break away from the monotony of daily routines and celebrate special moments through activities and experiences that engage their sense of taste. Chocolate evokes emotions, creates memorable moments, and provides a sensory escape from daily life.

Whether through innovative flavour combinations, visually-appealing packaging, or engaging experiences that bring people together, chocolate has the power to play an important role in the shift towards a culture of experiential fulfilment.



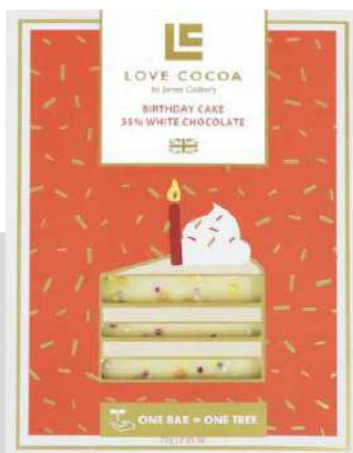
6 out of 10

consumers say they experience daily moments of happiness and reward themselves for having them. Innova Market Insights, 2022.



71%

Of U.S. consumers enjoy things that remind them of their past. Mintel 2022



Love Cocoa
Birthday Cake Chocolate Bar



Nestlé
KitKat Chocolatory



Choco Group
White chocolate bites
"Bubble Gum"

Conclusions

In the current economic landscape of 2023, consumers are seeking a balance between health and indulgence in their food choices. They are looking for products that offer both nutritional benefits and a sense of enjoyment without sacrificing either. As a result, there is a growing demand for food items that combine flavour, texture, and health benefits.

In the chocolate industry, this presents a significant opportunity for entrepreneurs to tap into this trend and offer consumers products that meet their evolving needs. Whether it's through innovative flavour combinations, unique ingredients, or visually-appealing packaging, the industry has the potential to captivate consumers' imaginations and offer them a delightful and satisfying food experience.

**To ensure a successful year for your business,
it's important for brands to stay up-to-date with the latest trends.
Some helpful steps to achieve this include:**



**Unleash the potential of health-conscious chocolate!
Our experts guide you through creating delicious,
nutritious & sustainable products.**

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