

SNACKS & CONFECTIONERY

2024

CHOCOLATE  
TOP TRENDS

LUKER  
Chocolate®

# 2024 CHOCOLATE TOP TRENDS

Innovating through chocolate and confectionery means understanding how **consumers' outlooks on life are constantly changing**. Preferences are created by multiple factors such as social phenomena, personal experiences, and economic and environmental events. All these also *shape consumers' attitudes towards chocolate and other confectionery*.

From our research, we know indulgent, healthy, and ethical experiences will play a key role in the 2024 chocolate panorama. An increasing interest in **healthy living** presents an opportunity to enhance this lifestyle with natural foods that also align with **ethical living** decision-making. Nonetheless, the stressful and demanding global events always call for moments to **experience more** and indulge in life. Let's explore the trends, and motivations that open opportunities to innovate and satisfy consumers' needs.



**EXPERIENCE**  
*More*



**ETHICAL**  
*Living*

**CONSUMER  
MEGATRENDS**



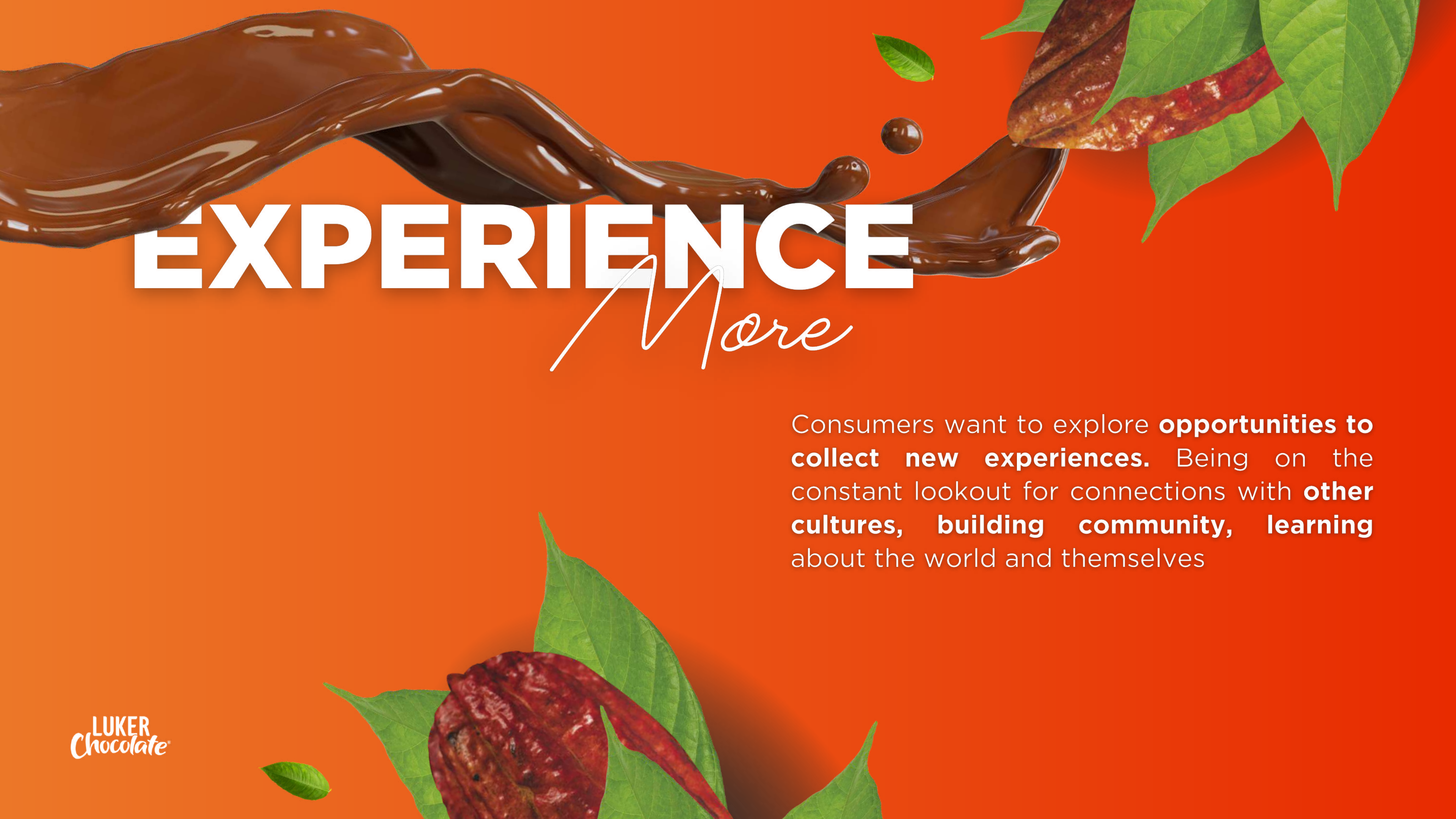
**HEALTHY**  
*Living*

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EXPERIENCE

*More*



# EXPERIENCE

*More*

Consumers want to explore **opportunities to collect new experiences.** Being on the constant lookout for connections with **other cultures, building community, learning** about the world and themselves

# EXPERIENCE

*More*



This behaviour is driven by post-pandemic lifestyle changes and economic pressures, leading consumers to seek comfort in shared experiences with loved ones and explore the world through flavours.

An increasing desire for richer experiences and opportunities to explore the world has led to riskier decision-making. **Consumers yearn for products that provide comfort and serve as a gateway to indulgent experiences** offering an opportunity for a culinary adventure.

Whether it is through **exotic flavours, unique ingredients, or format innovations**, chocolate offers people an opportunity to infuse their daily lives with the **excitement of exploration and the comfort of indulgence they crave.**

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# EXPERIENCE *More*

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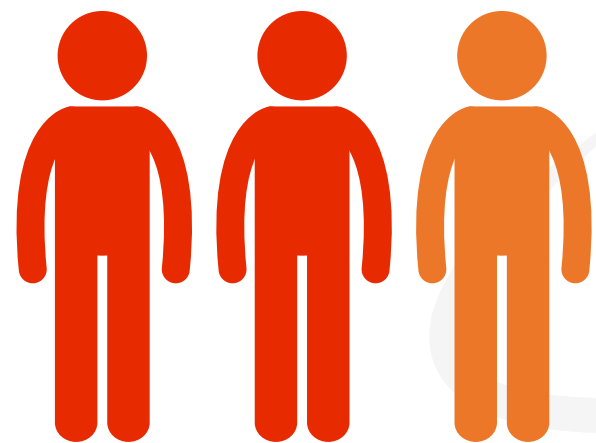
FLAVOUR  
TRAVEL

LITTLE-TREAT  
CULTURE

HOME  
HARMONY

## EXPERIENCE *More*

A growing interest in **global cuisines and exotic flavours** reflects a **desire to explore the world through taste**. Consumers are seeking a balance of familiar and novel culinary experiences, driven by social dynamics and **global connectivity**. Offer a taste of the world by successfully **incorporating a blend of global flavours in chocolate creations**. Experiment with herbal, spicy, or fruity inclusions.



2 in 3 consumers globally say  
**they are open to trying new  
global cuisines**

Innova Market Insights, 2023



#InternationalFood

**87.7**

**Million views**

by TikTok users on  
videos about foreign  
treats, restaurants, and  
recipes.

## FLAVOUR TRAVEL

Asian and Western  
flavours are catching  
on in opposite regions!

Candy Industry 2023

# EXPERIENCE *More*



Sweet Dreams Chocolate  
Chocolate bar infused with Chamomile and lavender. Travel through herbal flavours



Oppo Brothers  
Pineapple and coconut dipped in white chocolate. Travel through tropical flavours

# FLAVOUR TRAVEL PRODUCT EXAMPLES

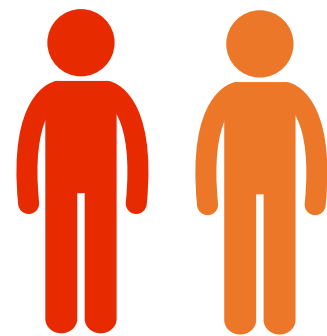


Conexión 70%  
Chocolate bar with golden berries and coriander inclusions.

## LITTLE-TREAT CULTURE

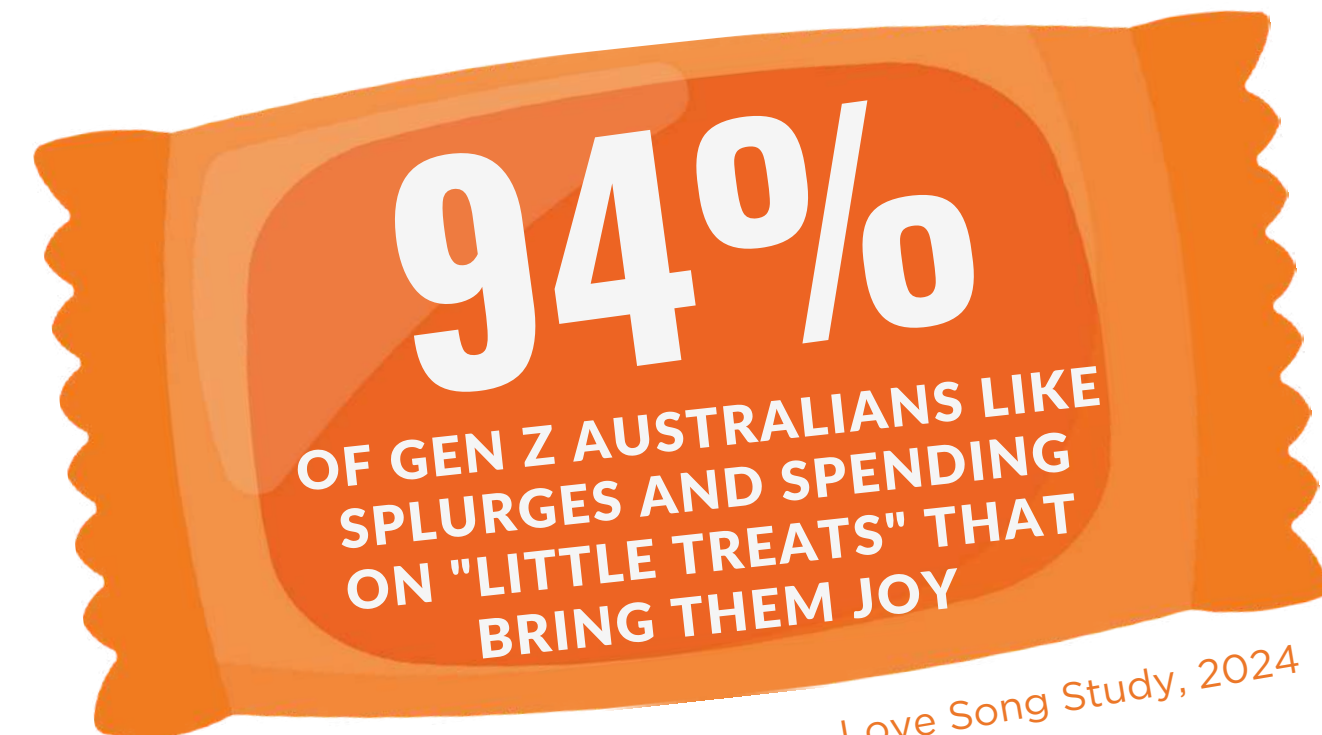
Small pleasures have gained popularity as luxury spending comes under pressure. The rise of the little treat culture can be traced back to the pandemic and its accompanying feelings of helplessness. It reflects a **cultural shift towards valuing momentary pleasures and self-care** in the face of economic uncertainty. As luxury spending becomes less accessible, consumers find joy in small, affordable luxuries.

Sharing and small formats offer opportunities to enhance brand perception. **Create products that resonate with the desire for affordable, reliable treats.**



1 in 2 consumers prefer to **treat themselves with everyday moments of happiness** they can experience

Innova Market Insights, 2023



# EXPERIENCE

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## INDULGENCE IN CHOCOLATE CONFECTIONERY AROUND THE WORLD



**Almond and Caramel:** Flavours with the highest participation in product launches in North America.

- Coconut, Best CAGR from 2020 to 2023: 22%



**Hazelnut:** Flavour with the highest participation in product launches in Europe.

- Caramel: Best CAGR from 2020 to 2023: 5%



**Peanut and Almond:** Flavours with the highest participation in product launches in Latin America.

- Strawberry: Best CAGR from 2020 to 2023: 32%

# EXPERIENCE *More*



COCO Chocolatier  
Mini bars of milk chocolate with  
illustrated packaging



Gnaw  
Honeycomb and crunchy caramel  
snack-sized bar



# LITTLE-TREAT CULTURE PRODUCT EXAMPLES



Petit Pot  
Dark chocolate pot de crème with 2  
servings



Choc Affair  
With love Milk Chocolate Bar. For a  
small treat or to gift with a card.

## EXPERIENCE *More*

Consumers value close connections with family, friends, and community. They want to **balance economic practicality and emotional fulfillment**. That's where in-home eating has led to more **home cooking and flavour experimentation**, resulting in a desire for creative culinary experiences.

Products to share at home or use at home can become a recurrent purchase as gathering with the community is a key source of pleasure and a way to manage stress. **Snacks and confectionery that are creative, shareable, and economical are great options.**

Innova Market Insights, 2023



OF CONSUMERS GLOBALLY SAY THEY USUALLY  
SNACK AT-HOME

## HOME HARMONY



“AT HOME HOT CHOCOLATE”  
has been searched **38% more** 

“BEST HOT CHOCOLATE AT HOME”  
has been searched **23% more** 

de 2023 a 2024 en las búsquedas de los motores de  
búsqueda

EXPERIENCE  
*More*



Gnaw  
Mixed Hot Choc Shots  
Hot chocolate stirrers with 3 flavour combinations ready to prepare.



Entrelagos  
Tea time set  
With confections to share, sensorial tea, and a teapot

HOME HARMONY  
PRODUCT EXAMPLES

KNOOPS  
At-home kit with hot-chocolate flakes and a hot chocolate maker





# EXPERIENCE *More*

## *What to do?...*

In this context, chocolate has become a vessel to **savour the world and create memorable moments.**

Focus on delivering products that cater to this desire for indulgent exploration, using a **combination of familiar and innovative flavours and formats** that resonate with consumer preferences for shareable, and at-home consumption.



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# HEALTHY *Living*

A large, dynamic splash of dark chocolate flows from the top left towards the center, with several cacao beans scattered around it. The background is a solid, vibrant orange. In the bottom left and top right corners, there are images of cacao pods and green leaves, adding a natural, organic feel to the composition.

# HEALTHY

*Living*

Consumers have grown conscious of their lifestyle choices, seeking habits that benefit their health and serve as a **ritual of connection with themselves.**

Healthy decisions have evolved from being perceived as an obligation to **a way of love.** Beyond the need for care, people want to explore **opportunities to enjoy working on their mental and physical health.** The idea of individual health impacting collective health grows stronger.

# HEALTHY *Living*

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A growing consumer demand for products that satisfy taste preferences and also contribute to a healthier lifestyle has been driven by increasing awareness of a holistic diet's impact on on health of both consumers and the planet. When making **purchase decisions, consumers consider the characteristics of the product's ingredients** and the nutritional value they supply.

Health conditions such as diabetes, heart disease, and others, limit the options of snacks and other confectionery products consumers can buy. **This is why non-sugar, plant-based, and natural alternatives present an opportunity for indulgence.**

# HEALTHY *Living*

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PLANT-BASED  
FUN

FUNCTIONAL FOOD  
& BEVERAGES

SWEET  
HEALTH

NATURAL  
INDULGENCE

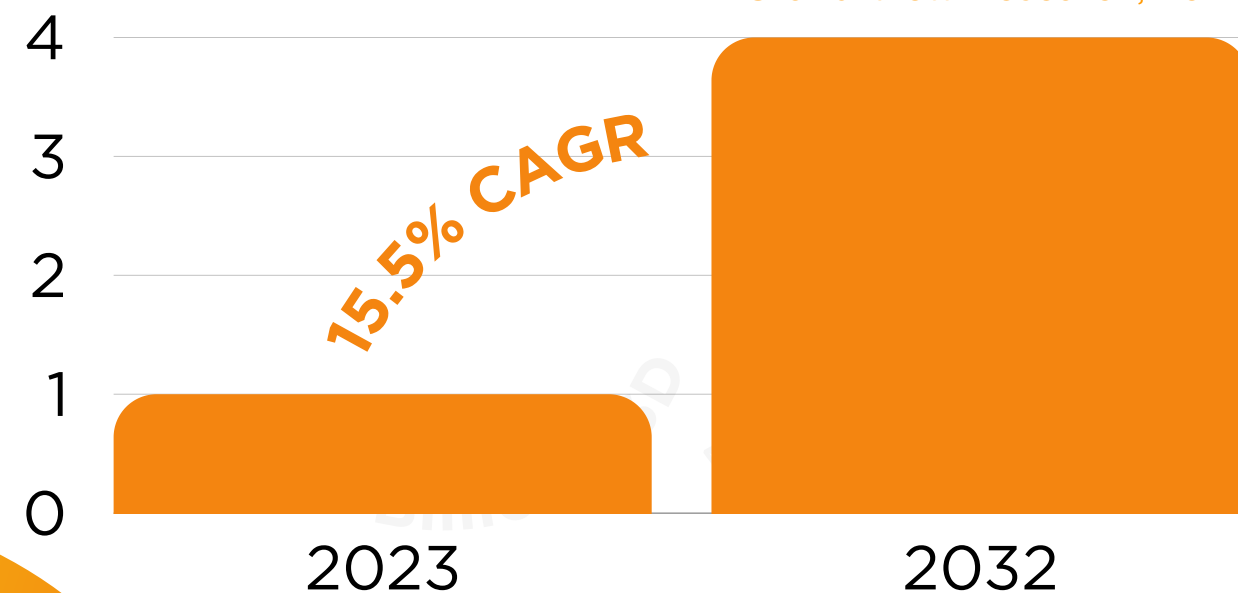
## HEALTHY *Living*

Consumer preference for foods that are better for their health and the environment has led to the **rising popularity of plant-based options**. It goes hand-in-hand with the desire for natural products that are better for the planet. Consumers want food choices that **align with their values and lifestyle preferences**.

There is a growing expectation for plant-based products to **offer familiar tastes and formats**, this means consumers would rather not sacrifice flavour or enjoyment when choosing plant-based options. Vegan-friendly alternatives do not have to be boring in terms of taste or format, create plant-based alternatives that don't compromise on flavour or appeal to familiar culinary experiences.

### Projected plant-based chocolate sector growth in billion USD

Grand View Research, 2022

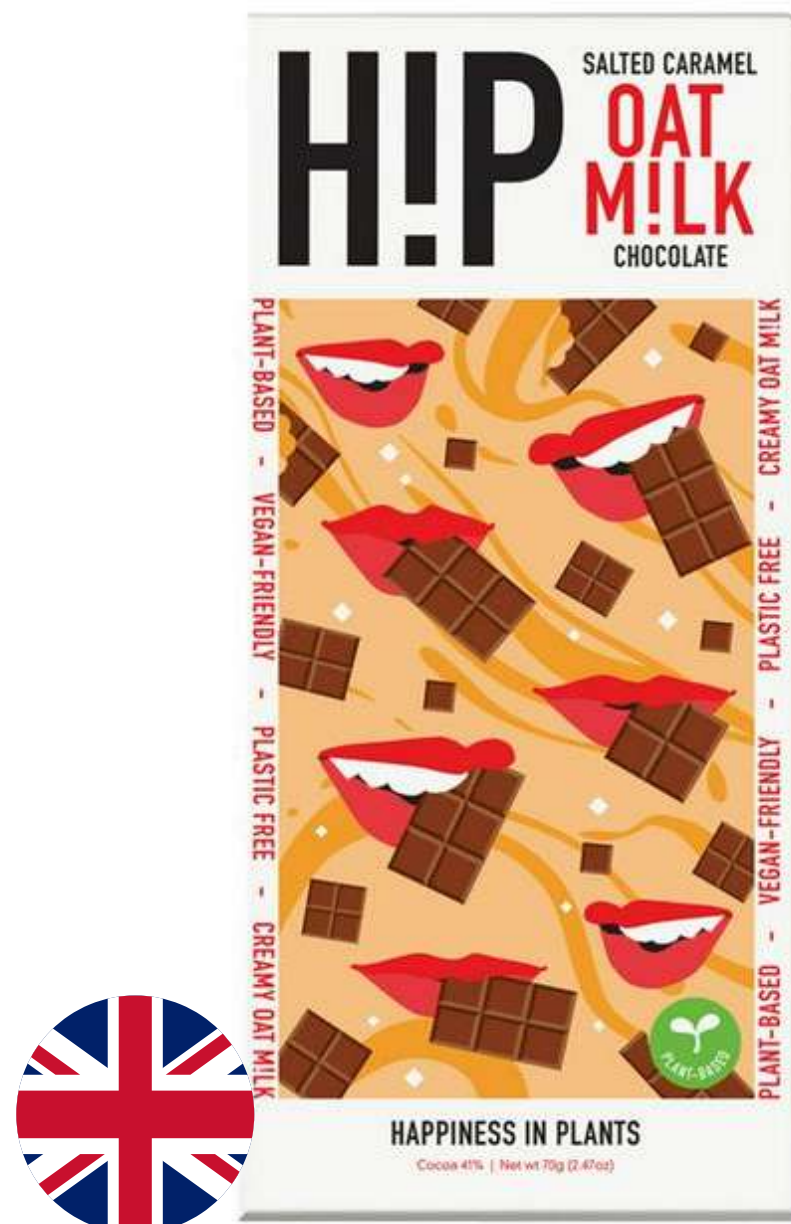


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## PLANT-BASED FUN

- WHAT KIND OF CHOCOLATE CAN YOU EAT ON A PLANT-BASED DIET?
- ¿ES BUENO PARA LA SALUD EL CHOCOLATE PLANT-BASED?
- WHAT CHOCOLATE SNACKS ARE VEGAN?

Are the top 3 questions in search engines related to plant-based chocolate



HIP Chocolate  
Barra de chocolate con caramelo salado  
y Oat Milk



Entrelagos  
43% Oatmilk covered coffee bean snack



Happi  
Huevos de chocolate OatMilk con  
infusión de naranja, caramelo salado o  
leche pura

# FUNCTIONAL FOOD & BEVERAGES

After the pandemic, consumers adopted a **holistic approach to health**, with a growing focus on functional products for nutritional support. **Protein and fiber are leading functional claims, reflecting a desire for foods that support overall health**, and digestive wellness. Plant-based proteins are gaining traction, which shows a convergence of **health, wellness, and sustainability concerns**.

**27%** OF CONSUMERS GLOBALLY  
CHOOSE PRODUCTS THAT  
POSITIVELY BOOST NUTRITION  
Innova Market Insights, 2023

The motivation behind the interest in functional foods has many boosters: to improve physical health, mental well-being, and effective weight management. Consumers are also motivated by the **convenience of obtaining added nutritional benefits** from everyday foods, so combining higher protein chocolate or ingredients can create an interesting product to snack on the go while delivering extra nutritional value.

Interest in

**PROTEIN CHOCOLATE**



has increased by

**7%**  **&** **37%** 

from 2023 to 2024 in  
search engine searches

Mangools , 2024 |

# FUNCTIONAL FOOD & BEVERAGES

## PRODUCT EXAMPLES



Lil goodness'  
Chocolate milk with prebiotics and lower sugar surge



Wakeup  
High-protein chocolate peanut cream



Mid-Day Squares  
Plant-based functional square with chocolate and cereals, cookie dough flavour

**Sugar reduction alternatives** are gaining popularity as consumers wish to indulge in treats and adhere to dietary restrictions to avoid health issues. The growing awareness of the health risks associated with high sugar consumption has led to a wider offer of treats that adapt to diet restrictions.

One key challenge is to match flavours to no-added-sugar couvertures. **Trail mixes, cereal bars**, or other snacking applications can **resonate with consumers' healthy yet indulgent eating habits**.

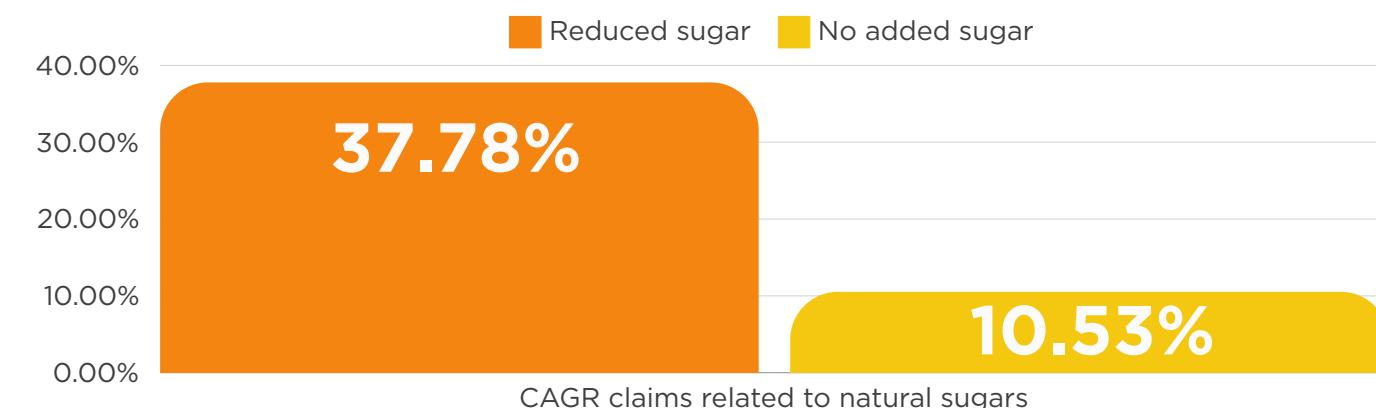
The top 3 leading regions in the sugar reduction market are:

1. North America
2. Europe
3. Asia Pacific

for the projected period of **2023-2028**

360 Reports, 2023

## Percentage of better-for-you sweet snacks tracked with a reduced negative-related claim (Global)



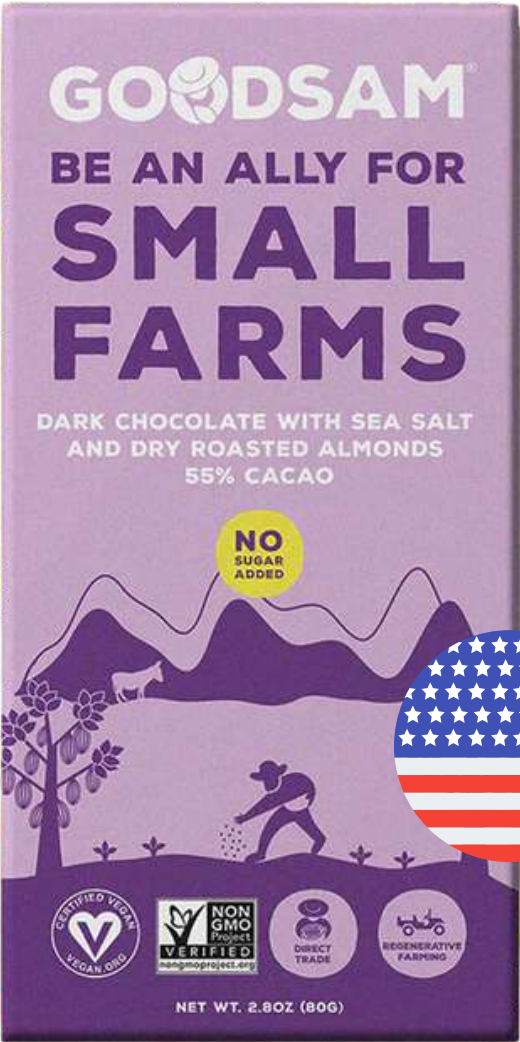
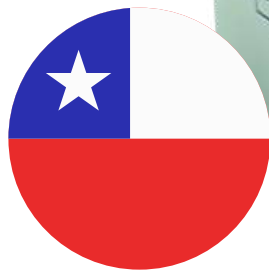
**Reduced sugar and no added sugar have the best CAGR** in claims related to natural sugars worldwide in chocolate confectionery launches in the period 2020-2022

Innova Market Insights, 2023

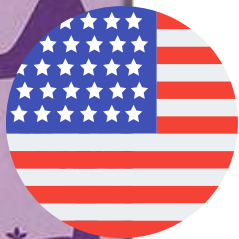
HEALTHY  
*Living*



Entrelagos  
Sugar-free bombons and pralines



Goodsam  
55% sea salt and almond bar with no  
added sugar



SWEET HEALTH  
PRODUCT EXAMPLES



Nature's Garden  
Keto friendly snack packs



**Natural ingredient alternatives** are more popular as consumers seek to indulge in treats that help them avoid health issues associated with **ultra-processed foods**. The growing awareness of the correlation between eating habits and environmental issues results in a **general shift towards more natural ingredients**. This shows in cleaner labels becoming more desirable.

Chocolates with natural ingredients can offer a flavour profile that fits **classic and fun applications**.



More than 1 in 3 consumers globally say the best way to **make indulgent** food and beverage categories **healthier** is to use **natural ingredients**

Innova Market Insights, 2023

The search for **Natural ingredients list** has grown

# 100%

in the last year in the **United States** in search engines

Mangools, 2024

HEALTHY  
*Living*

# NATURAL INDULGENCE

## PRODUCT EXAMPLES



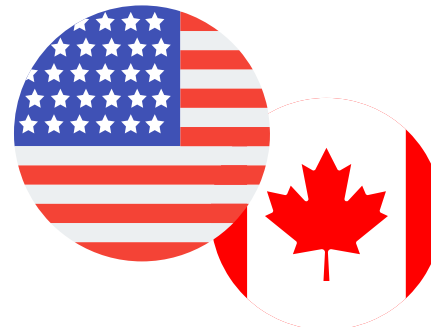
Simple Mills  
Double chocolate crunchy cookies with only natural ingredients and coconut sugar

**Ingredients:**

- Nut & Seed Flour Blend (almonds, flaxseeds)
- Chocolate Chips (cane sugar, unsweetened chocolate, cocoa butter)
- Tapioca Starch
- Organic Coconut Sugar
- Organic Palm Shortening\*
- Arrowroot
- Dutch Cocoa Powder
- Baking Soda
- Sea Salt
- Cream of Tartar
- Vanilla Extract
- Rosemary Extract (for freshness)

\*Sustainably Sourced

**CONTAINS: ALMONDS, COCONUTS**  
DISTRIBUTED BY SIMPLE MILLS, CHICAGO, IL 60654  
Made on a line that also processes tree nuts and wheat.  
**UD CORN FREE • GRAIN FREE GUM FREE • VEGAN**



Altereco  
All of their products are free of preservatives, and refined sugar. They merge personal and planet health



## *What to do?...*

In this context, chocolate is a vessel to **indulge without compromising healthy, conscious living.**

Innovate to align with this health-conscious trend, offering products that combine health benefits with satisfying taste and indulgence, to cater to a growing audience. **Create products that contain sugar alternatives, high-protein, or natural ingredients, and have cleaner labels without compromising taste. Healthy does not have to be boring!**

**HEALTHY**  
*Living*



# ETHICAL

*Living*

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# ETHICAL

# *Living*

People's understanding of the need for actions that contribute to a **greater good** **shifted their attitude**. A sense of collective responsibility has evolved in consumers seeing their purchase decisions as vessels of action, impact, and say in **others and the environment**.

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# ETHICAL *Living*

Consumers increasingly feel the **need to contribute to environmental, economic, and social well-being** through their purchasing choices; they want companies to be transparent about ingredient sourcing and demonstrate a strong commitment to sustainability.

Caring about sustainable **farming methods**, being cautious about **greenwashing**, and demanding **verified sustainability claims** all point to a more thorough and informed consumer base.

**Treats that align with their values** earn consumers' trust and hearts.

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# ETHICAL *Living*

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GREENWASHING  
IS OUT

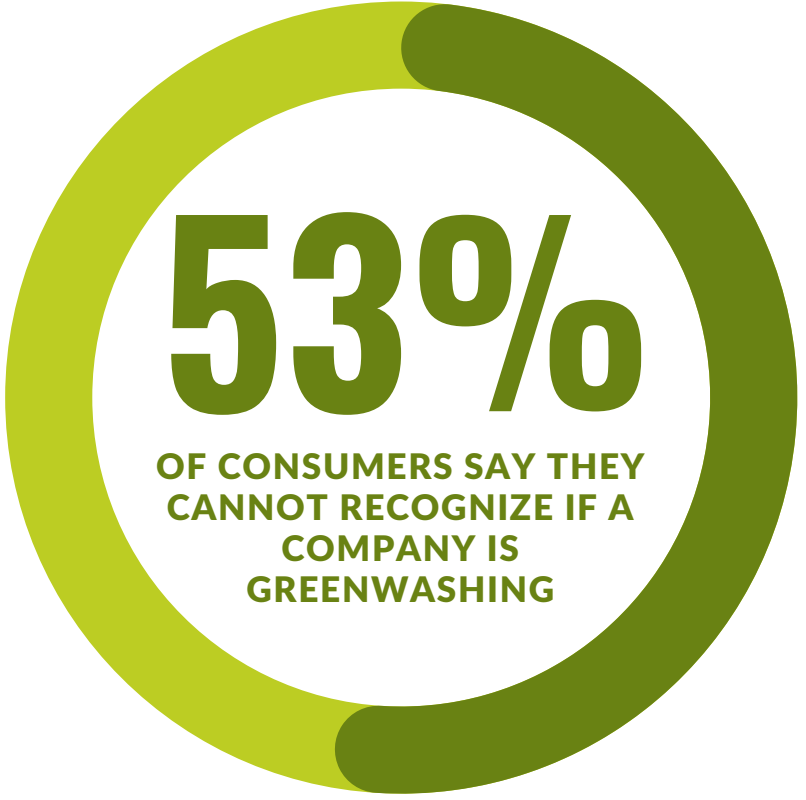
REGENERATIVE  
AGRICULTURE

SUSTAINABLE  
CLAIMS

# GREENWASHING IS OUT, TRANSPARENCY IS IN

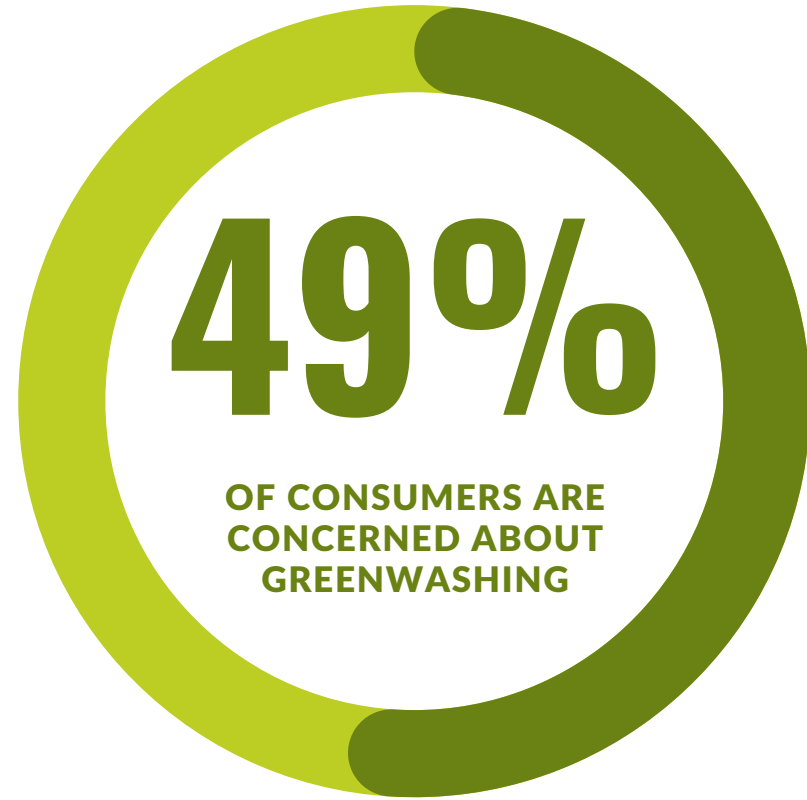
Consumers' motivation behind **the concern about greenwashing is a sense of responsibility toward sustainability and a desire for real impact.** Consumers are not just buying products, they are looking to support brands that align with their values. This is why transparency and proof of genuine sustainability efforts are key to avoiding greenwashing.

The key challenge is to ensure clear communication about environmental claims and that these are sustained and transparent whilst fitting under emerging regulations.



53%

OF CONSUMERS SAY THEY  
CANNOT RECOGNIZE IF A  
COMPANY IS  
GREENWASHING



49%

OF CONSUMERS ARE  
CONCERNED ABOUT  
GREENWASHING

## DID YOU KNOW?

The **EU** has adopted a “**Greenwashing Directive**” as of Jan 2024. It covers **all sustainability claims** related to a product, a brand, a company, or a service.

Innova Market Insights, 2023

# GREENWASHING IS OUT

## PRODUCT EXAMPLES



Perkier  
Low-calorie snack bars. Carbon neutral company.

Altereco  
One of the initiatives from their 2022 sustainability report and their foundation's sustainability focus



The Alter Eco Foundation aims to advance a more sustainable, equitable supply chain in the cocoa industry.

It provides funding, training, and resources needed to help farmers transition from monoculture to regenerative agriculture.

Regenerative agriculture ensures food security for farmers and diversifies their revenues, making them more resilient in front of climate change.

IN 2022, WE DIVERTED

17.7 million

WRAPPERS FROM LANDFILL

### CHECK AI OUT!

Thanks to **AI** brands can now process information and data faster, making their **reporting less expensive and more efficient**. Consumers will also be using AI to check **brands' transparency**.

## ETHICAL *Living*

# REGENERATIVE AGRICULTURE

Regenerative Agriculture focuses on **restoring soil health**, degraded due to intensive farming practices involving heavy machinery, fertilizers, and pesticides. This approach aligns with a **growing consumer preference for products sourced from sustainable farming methods**. Increasing trust in brands practicing regenerative agriculture stems from a two-sided benefit consumers perceive as they believe these practices are both better for the environment and result in healthier products.

This is key as cocoa production is usually associated with deforestation. **Confectionery products that show accountability for best production practices reduce consumers' decision friction**. Traceability is key.

### KEEP AN EYE OUT!

From **December 30, 2024** products entering the EU market **cannot be sourced from deforested areas**. It's an approach to combating deforestation, including **strict controls on cocoa** products.



OF CONSUMERS GLOBALLY ARE INTERESTED IN PRODUCTS THAT ARE COMING FROM SUSTAINABLE FARMING METHODS

Innova Market Insights, 2023



OF U.S.A. CONSUMERS AGREED THEY WOULD BE MORE LIKELY TO TRUST BRANDS THAT IMPLEMENT  REGENERATIVE AGRICULTURE PROGRAMS

ADM, 2023



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ETHICAL  
*Living*

# REGENERATIVE AGRICULTURE

## PRODUCT EXAMPLES



Goodsam  
Direct trade. Dark chocolate candy  
coated nuts



Alec's Ice Cream  
Organic, regenerative, pasture-raised  
milk. Chocolate chocolate ice-cream

A combination of increased consumer awareness and skepticism towards environmental claims, along with regulatory pressures to ensure transparency and accuracy in sustainability reporting motivate consumers to look for certifications that validate the product claims. **Consumers use certifications as a tool to avoid greenwashing** and look for organic, sustainable, non-GMO, high-quality, B Certified, vegan-friendly, kosher products, **or any indicator the product aligns with their values.**

In confectionery and snacks, **claims supported by data or certifications make purchase decisions easier for consumers.**

NORTH AMERICA'S ORGANIC  
CHOCOLATE MARKET HAS A  
PROJECTED CAGR OF

9.8%

FROM 2023 TO 2029

Maximize Market Research, 2023

WEST EUROPE LEADS THE SHARE  
OF ORGANIC CHOCOLATE LAUNCHES  
WITH

64%

IN THE PAST 3 YEARS

Innova Market Insights, 2023

63%

of professionals plan to  
use environmentally  
friendly claims for new  
product launches in 2024

Passport Euromonitor, 2023



Element Snacks  
Organic, Non GMO, gluten-free Milk  
chocolate topped rice cakes



Trupo Treats  
100% vegan Crispy Mylk Chocolate Wafer  
Bars



Barnana  
Chocolate-dipped banana bites. Organic  
and non-GMO certified.

## *What to do?...*

In this context, chocolate is a vessel to **indulge in products with purpose while making an impact.**

The challenge is to authentically **integrate sustainable practices and principles** into business practices and communicate them effectively and transparently, impacting your ability to resonate with consumers who increasingly **demand responsible and ethical consumption.**

**ETHICAL**  
*Living*

# CHOCOLATE SUMMARY 2024

## HEALTHY *Living*

- PLANT-BASED FUN
- FUNCTIONAL F&B
- NATURAL INDULGENCE

## ETHICAL *Living*

- GREENWASHING IS OUT
- REGENERATIVE AGRICULTURE
- SUSTAINABLE CLAIMS

## EXPERIENCE *More*

- FLAVOUR TRAVEL
- LITTLE-TREAT CULTURE
- HOME HARMONY





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