



# Chocolate Confectionery in Western Europe

February 2021

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western Europe continues to record the highest regional sales

Positive regional growth expected over the forecast period

Bad year for seasonal chocolate in France in 2020

Boxed assortments and seasonal chocolate lose sales in 2020

Chocolate pouches and bags ensure positive 2015-2020 market growth

Tablets rebound not enough for a positive market performance in 2020

Modern grocery retailers dominate sales in Western Europe

Growth for e-commerce, but forecourt retailers and vending lose share

## LEADING COMPANIES AND BRANDS

Top players gaining share in Germany and France

Mondelez manages to halt its share loss in 2020

Top five present across all the region's major markets

Declining German tablets sales see Ritter Sport slip out of the top 10

## FORECAST PROJECTIONS

Declines in the UK and France will drag down the overall performance

Chocolate confectionery to record a slightly positive 2020-2025 CAGR

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Switzerland: Market Context

Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/chocolate-confectionery-in-western-europe/report](http://www.euromonitor.com/chocolate-confectionery-in-western-europe/report).