



20/11/2024

REPORT

Cocoa Confessions: Inside the Minds of Chocolate Lovers



AUDIENCE

Demographics

United Kingdom, Age 18 to 40

Category

Chocolate; Food

Custom Screening

Which of the following confectionery items is your favourite?

Qualified: Chocolate

Unqualified: Crisps, Biscuits, Sweets/Candy, Cake



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OBJECTIVE

We want to uncover the underlying psychological and emotional drivers of chocolate purchases among 18 to 40-year-olds in the UK, focusing on the impact of brand identity, ethical considerations, flavour innovation, and packaging design on consumer choice. We want to determine the influence of social and cultural factors on the selection of chocolate for personal consumption versus gifting, with a particular interest in differentiating between premium and mass-market segments.

BURNING QUESTION

What motivates consumers to choose specific chocolate brands and flavours and what impacts their purchasing decisions?



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CHAT GUIDE

1. How often do you indulge in chocolate as part of your lifestyle?
2. Describe your last chocolate purchase. What occasion was it for?
Probe on when
3. What flavors of chocolate do you prefer and why?
4. Do brand stories or origins influence your chocolate choice?
5. How important is ethical sourcing to you when buying chocolate?
6. Does unique packaging ever sway your chocolate purchase?
7. Could you tell me about an advert you saw for chocolate that stood out to you? (social media, TV or print)
8. When choosing chocolate, do you look for new flavors or stick to classics?
9. Would you pay more for artisanal or premium chocolate?
Probe on why
10. Could you take a photo or a screenshot of your favourite chocolate?
11. How does chocolate fit into your gift-giving practices?
12. Do social media trends affect your chocolate buying decisions?
13. If you had to choose one flavour of chocolate, what would it be?
Answers: Milk Chocolate, White Chocolate, Dark Chocolate, Orange Chocolate, Mint Chocolate
14. Rate your preference for trying innovative chocolate flavors from 1 to 10.?
15. Does the country of origin matter to you when selecting chocolate?
16. What's the last chocolate brand you bought and what drew you to it?
17. In a group setting, how do you decide which chocolate to share or gift?
18. What thoughts cross your mind as you're about to buy chocolate?
19. If a chocolate brand were your best friend, what qualities would it have?



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AI SUMMARY

In the UK, consumers aged 18 to 40 exhibit a strong preference for familiar and classic chocolate flavors, with a particular affinity for milk chocolate. Brand loyalty, especially towards Cadbury's, is a significant factor in purchasing decisions, with many consumers expressing a long-standing relationship with the brand and a preference for its taste over artisanal or premium options. Ethical sourcing and brand stories are generally of lesser concern, with taste and price being the primary motivators. Packaging design and unique branding can draw attention but are not the main drivers of purchase. Advertisements, particularly those that evoke nostalgia or offer promotions, can influence cravings and prompt purchases. Social media trends have minimal impact, with personal taste and budget dictating choices. Consumers are open to trying new flavors but often revert to their tried-and-true favorites. Chocolate is also a popular choice for gifting, with selections often made based on the recipient's preferences or the offer value. Overall, the emotional connection to chocolate, whether through comfort or nostalgia, and the satisfaction of personal taste preferences, are the most significant factors influencing chocolate purchases among this demographic.





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KEY INSIGHTS

Brand Loyalty and Flavor Preference

- Consumers demonstrate strong brand loyalty, particularly towards familiar and classic brands like Cadbury's Dairy Milk, which is frequently mentioned as a favorite due to its taste and the nostalgia associated with it.
- Plain milk chocolate is the preferred flavor among the majority of participants, with many expressing a desire for simplicity and familiarity in their chocolate choices, often citing sensory satisfaction and a dislike for overly complex or textured chocolates.

Quotes:

"Reminds me of my childhood "

Age 29, Female

"Stick to the classic ones as they are the best sellers for a reason and are tasty."

Age 26, Male

"Milk chocolate is always my favourite."

Age 29, Female

"I tend to prefer plain chocolate. I'm not fussed about flavours. I just like ordinary chocolate to be honest."

Age 37, Male





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KEY INSIGHTS

Ethical Considerations and Packaging Design

- Ethical sourcing and unique packaging are not primary motivators for most consumers, with taste and price being the dominant factors influencing purchasing decisions.
- While some consumers acknowledge the importance of ethical sourcing, it is often not a decisive factor in their purchase; similarly, unique packaging may draw attention but does not necessarily sway the final decision unless it is for gifting purposes.

Quotes:

"I tend to prioritise pet food first, then our own food, then household bills and debts. Treats always come last."
Age 37, Male

"Unique packaging doesn't influence my decision but it certainly draws my attention to it. It makes it more noticeable on shelves making me aware its there and then I'm more likely to purchase it if it something I would typically go for "
Age 25, Female

"Packaging don't make a different . In this day and age packaging seems to get more modern and looks good. "
Age 35, Male

"I do not consider ethical sourcing when buying chocolate, however I do notice some brands offer fair-trade but I do not purchase based on this "
Age 25, Female





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KEY INSIGHTS

Influence of Advertising and Social Media

- Traditional advertising, such as memorable TV commercials, has a lasting impact on consumers, with some participants recalling specific adverts that resonated with them and influenced their perception of a brand.
- Social media trends and influencer endorsements have a minimal effect on chocolate purchasing decisions for this demographic, with most participants relying on personal taste preferences and budget considerations.

Quotes:

"Probably a dairy milk advert with the gorilla playing the drums, stands out to me, I know it was quite a while back that that happened, but I still remember it, and for it being dairy milk."

Age 26, Male

"I saw Cadbury's advert and it was the little girl who went into the shop to buy a chocolate bar for her mum and she paid in buttons and a little toy and she got her toy back as change and it was quite sweet."

Age 25, Female

"Social media does not influence anything for me when it comes to chocolate."

Age 35, Male

"I recently saw an advert on social media where it was advertising dairy milk and it basically just promoted it to me in a casual way and that it was going to be on offer soon. So I was like, okay, that's fine. And it made me crave that particular chocolate. So I went and bought it and it was on social media."

Age 37, Male





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KEY INSIGHTS

Premium vs. Mass-Market Chocolate

- There is a general reluctance to pay more for artisanal or premium chocolate, with many participants expressing satisfaction with mass-market brands and questioning the value proposition of higher-priced options.
- When it comes to gifting, some consumers are willing to consider premium brands like Hotel Chocolat for their perceived quality and presentation, indicating a differentiation in purchasing behavior for personal consumption versus gifting.

Quotes:

"I wouldn't. I have a strict budget to stick to and it dictates what I can buy."

Age 37, Male

"I know when I want to treat myself but when it comes to gifting and sharing . This will kind of be decided when it's a night in or taking it round for a gift "

Age 35, Male

"Would choose hotel chocolat - reassuringly expensive,.good quality and well presented. "

Age 36, Female

"The taste and the price of the chocolate. Sometimes offers can tempt me to buy"

Age 26, Male





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KEY INSIGHTS

Country of Origin's Impact on Chocolate Selection

- The majority of respondents do not consider the country of origin as a significant factor when selecting chocolate.
- Taste and price are more influential factors for consumers than the geographical origin of the chocolate.

Quotes:

"No. Taste and price is all that matters to me."

Age 37, Male

"No this does not matter to me "

Age 25, Female

"No. I don't pay attention to where it's from. "

Age 36, Female





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KEY INSIGHTS

Country of Origin's Irrelevance in Chocolate Selection

- The majority of respondents prioritize taste and price over the country of origin when selecting chocolate.
- Consumers are generally indifferent to the geographical origin of chocolate, focusing more on flavor preferences and quality.

Quotes:

"No. Taste and price is all that matters to me."

Age 37, Male

"No this does not matter to me "

Age 25, Female

"No. I don't pay attention to where it's from. "

Age 36, Female



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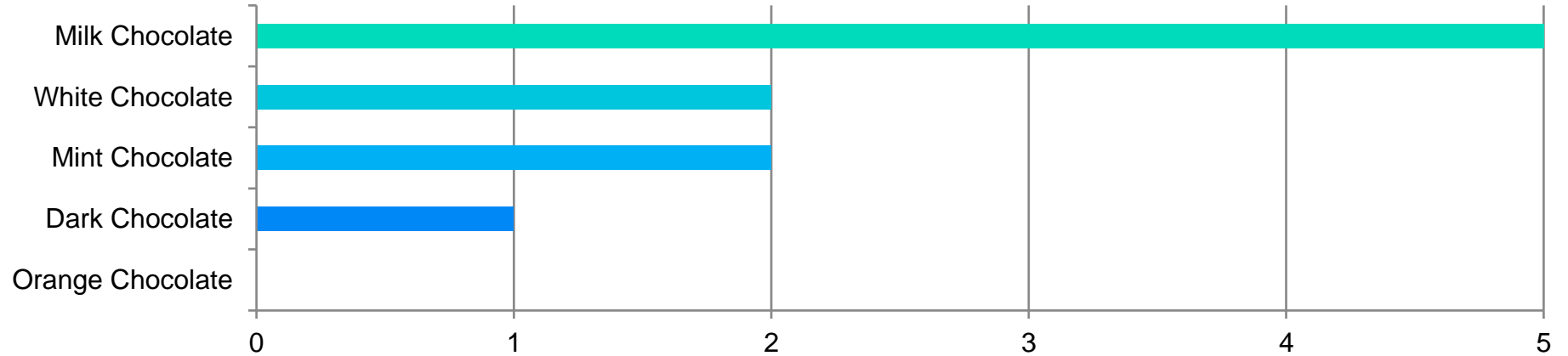
Chocolate; Food

Custom Screening

Which of the following confectionery items is your favourite?

METRICS

If you had to choose one flavour of chocolate, what would it be?





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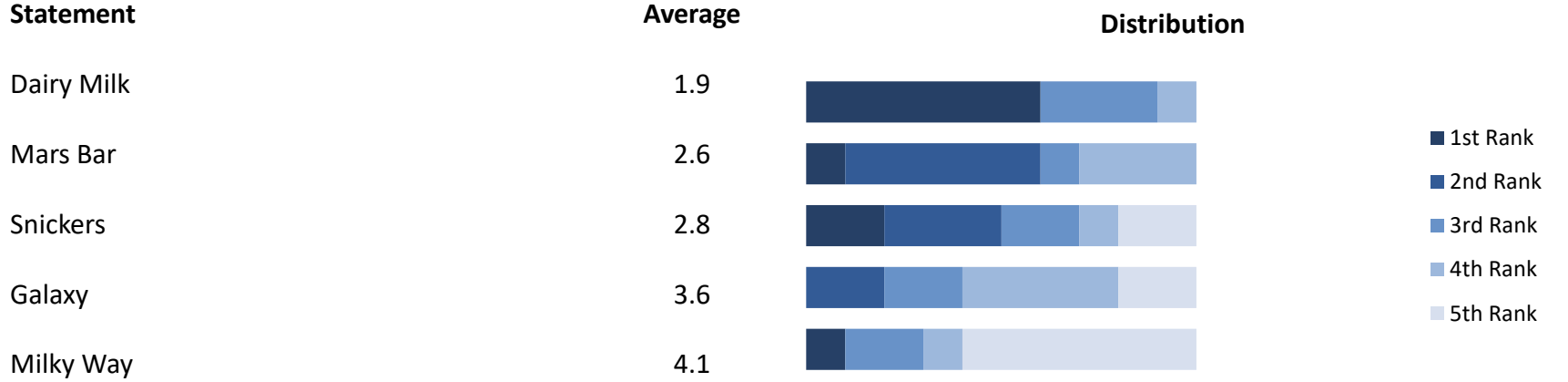
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Which of the following confectionery items is your favourite?

METRICS

How would you rank these chocolates in terms of personal preference?



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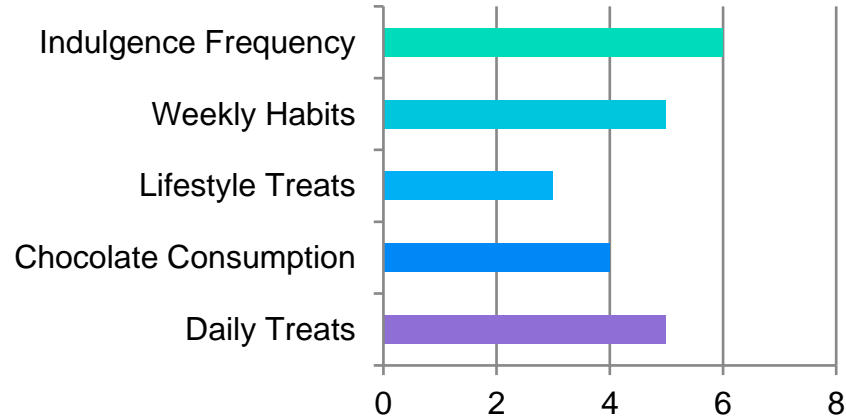
Chocolate; Food

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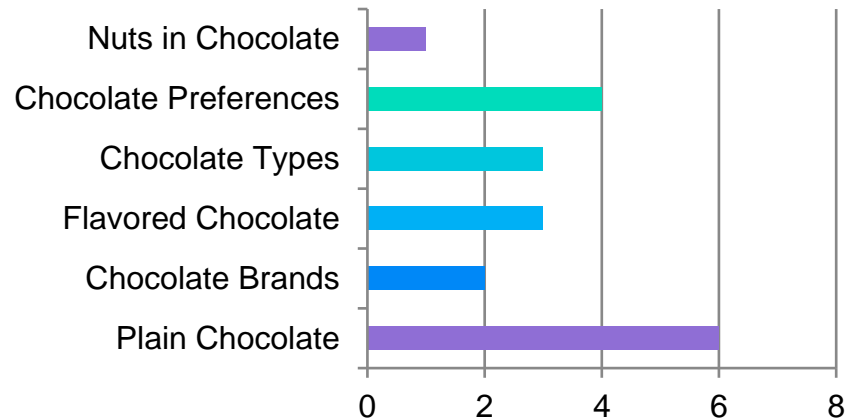
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TOPICS

How often do you indulge in chocolate as part of your lifestyle?



What flavors of chocolate do you prefer and why?



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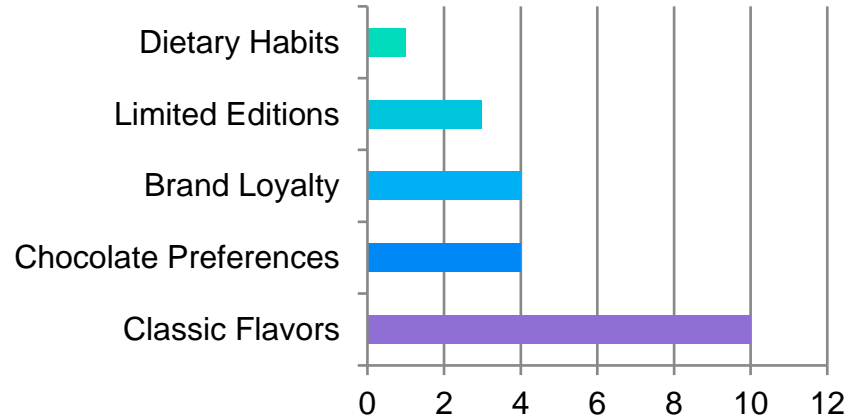
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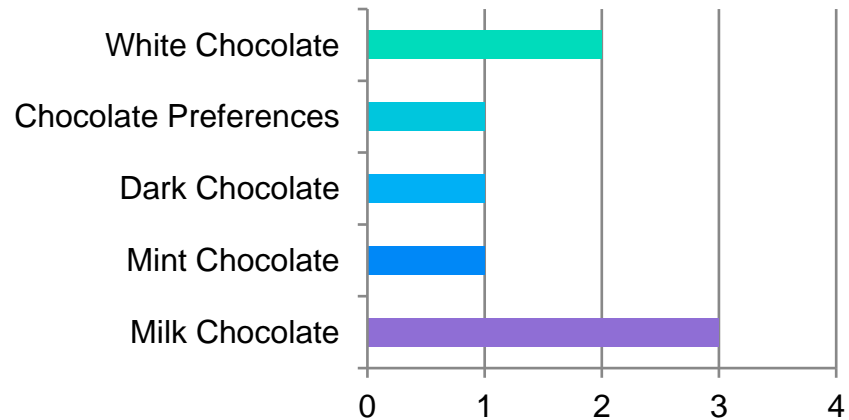
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TOPICS

When choosing chocolate, do you look for new flavors or stick to classics?



If you had to choose one flavour of chocolate, what would it be?



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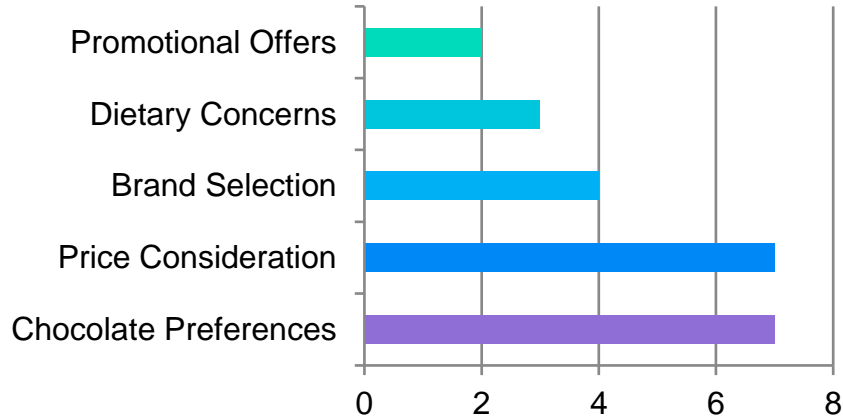
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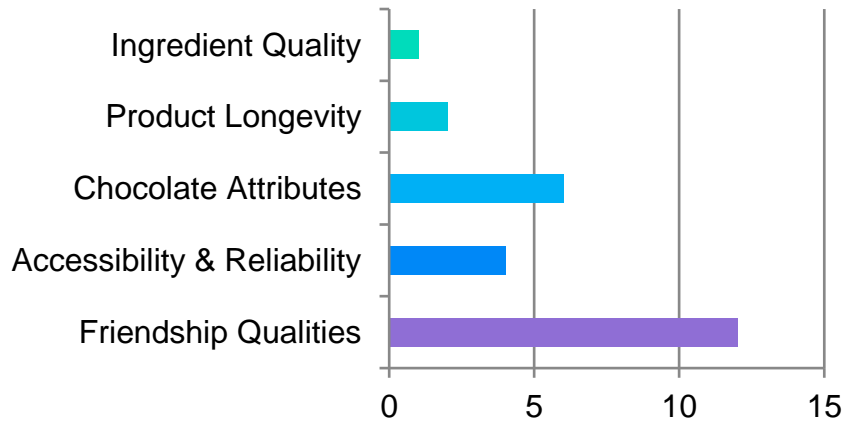
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TOPICS

What thoughts cross your mind as you're about to buy chocolate?



If a chocolate brand were your best friend, what qualities would it have?



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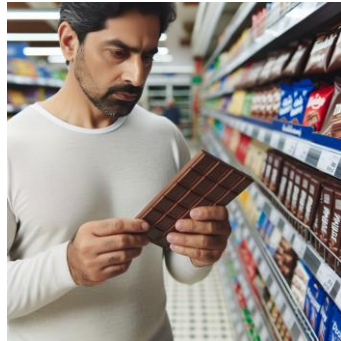
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PERSONAS



The Budget-Conscious Traditionalist

Description:

- A 37-year-old single male, fully employed with a preference for familiar and classic chocolate flavors.
- Prioritizes spending on essentials and treats come last, sticking to a strict budget dictating his chocolate choices.
- Prefers plain milk chocolate for its balance of sweetness and ability to consume in larger quantities without being overbearing.

Insights:

- This consumer segment is driven by habit and budget constraints, showing loyalty to well-known brands and standard flavors.
- Ethical sourcing and brand stories are secondary to taste and price, indicating a practical approach to chocolate purchasing.
- Packaging and innovation in flavors are not significant factors in decision-making, suggesting a potential resistance to marketing efforts that don't address cost or taste.



The Brand-Loyal Indulger

Description:

- A 35-year-old single male with children, fully employed, who indulges in chocolate weekly as a reward for hard work.
- Shows a strong brand loyalty to Cadbury, with a preference for milk chocolate and a tendency to stick to what he knows.
- Values the taste and tradition associated with his favorite brand over ethical sourcing or packaging design.

Insights:

- This consumer segment demonstrates a deep emotional connection to a specific brand, influenced by long-standing habits and positive associations.
- The importance of taste and familiarity outweighs the allure of premium or artisanal chocolate, suggesting a potential challenge for new brands entering the market.
- Gift-giving practices include chocolate, but choices are driven by personal preference rather than exploration of new or premium options.



The Ethical Adventurer

Description:

- A 25-year-old female student from Scotland, enjoys chocolate every other day and prefers mint chocolate or chocolate orange for their distinct flavors.
- Notices fair-trade labels but does not base her purchase decisions on ethical sourcing, suggesting a passive awareness of ethical considerations.
- Drawn to unique packaging as it makes products more noticeable, but ultimately chooses chocolate based on taste and familiarity.

Insights:

- This consumer segment is open to flavor innovation within familiar categories, balancing the desire for novelty with the comfort of known tastes.
- While ethical sourcing is noted, it is not a decisive factor, indicating that ethical branding needs to be coupled with other value propositions to influence this demographic.
- Social media and advertising have limited impact on purchasing decisions, with personal taste and pricing being the primary drivers.





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SAVED SEARCHES

Can I have a list of the chocolates that were mentioned?

Certainly! Here's a list of the chocolates mentioned in the transcripts:

- Dairy Milk
- Milky Way
- Mars Bar
- Galaxy
- Snickers
- Cadbury
- Ferrero Rocher
- Wispa
- Twirl
- Green and Blacks 70%
- Hotel Chocolat
- Kit Kat Chunky
- Oreo (Peanut Butter flavor)
- Celebrations
- Aldi own brand chocolate





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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