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## **The Charms of Chocolate**

The popularity of chocolate is certainly not a new phenomenon, with evidence tracing back its consumption for over a thousand years. Yet as Global TGI data indicates, chocolate's melt-in-the-mouth appeal means it continues to remain a firm favourite in many parts of the world. We investigate further, to see exactly who – and where – these chocolate consumers are...

### **Chocolate Fans across the Globe**

Unsurprisingly, given its historical origins, Latin Americans are particularly partial to a piece of chocolate; Peruvians come out top with 65% (68%) of them eating it at least once a week, along with two thirds of Brazilians (67%), Mexicans (51%) and Venezuelans (59%). However, chocolate is also highly popular in parts of the Middle East, with a huge three quarters of Lebanese (73%) people consuming it that frequently, along with nearly two thirds of those in Saudi Arabia (57%).

Chocolate is also measuring up well against its competitors in the snack food market, with people preferring it to crisps (potato chips) in most countries. For example, whilst 45% (50%) of the French eat chocolate at least once a week, only 14% (16.5%) consume crisps as frequently.

### **Asian Consumers Less Convinced**

Consumers in Asia are less enamoured by chocolate's charms, however. In Malaysia just 5% (15%) of people eat it as often as once a week and the figure is similarly small in China (7%) (still the same) – and has actually declined over the past five years (there is a slight tendency of increase since 2007). In these countries, local snacks and desserts are more popular, particularly among the older generations. Japan is an exception, however - more than half of its respondents (59%) (61%) eat chocolate on at least a weekly basis.

### **Profiling Chocolate Consumers**

So who are these chocolate consumers? Well, their most prominent common characteristic is their youth; 18-24 year olds virtually everywhere are the most likely to be regular consumers. For example, in Hungary they are more than 30% (87%) more likely to be weekly chocolate eaters than those over 65. In

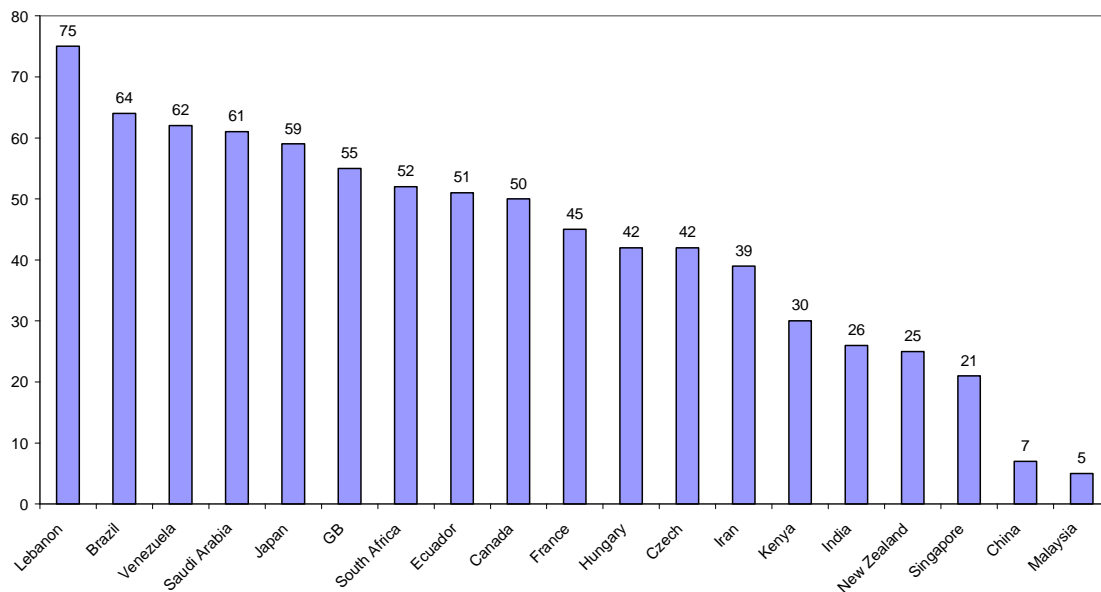


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the majority of markets the most enthusiastic fans of chocolate are also female; for example, in Singapore where women are twice as likely as men (Women are 24% more likely than men) to eat chocolate every week and in South Africa, where there is a 10% (17%) difference.

TGI global data also tells us about the behaviour and attitudes of these chocolate consumers. In Germany, weekly chocolate eaters are 25% (14%) more likely than average to 'often eat between meals and keep eating snacks', in Spain they are 22% more likely (4% less likely) to 'eat a lot of desserts' and in Britain 21% (still the same) more likely to admit that 'convenience often plays a part in their purchasing decisions'. Interestingly, Hungarians who snack on chocolate at least once a week are at the same time 30% more likely (8% more likely) than average to 'always think of the calories in what they eat'.

**Eat Chocolate at least once a week (%)**



Figures are based on consumption of chocolate bars/slabs  
Base; Individuals aged 18+, Source; Global TGI

### Editors' Notes

The Global TGI network operates single-source consumer and media studies in over 50 (60) countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000



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respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 36 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division. For more information, visit [www.kmr-group.com](http://www.kmr-group.com)

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