



Chocolate Confectionery in Western Europe

February 2021

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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

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