



DARK CHOCOLATE

2021 • FLAVOR INSIGHT REPORT

Dark chocolate is known for its heart health benefits since it contains 2-3 times more flavanol rich cocoa solids than milk chocolate. Dark chocolate contains 50-90% cocoa solids, cocoa butter and sugar, whereas milk chocolate contains anywhere from 10-50% cocoa solids, cocoa butter, milk in some form and sugar. With overwhelming consumer familiarity with dark chocolate, its no surprise that we are seeing 20% global growth since 2016. Let's dive into dark chocolate and see where it is appearing on the menu, in new products and social media.

DARK CHOCOLATE

Social Listening Summary

We conducted a social listening analysis on dark chocolate covering the previous 12 months. An overview is provided below.



Mentions in the
Past Year



66%
Female

Key Consumer Voice

POPULAR POSTS



Twitter: @tasty posted a video for "7 Rich and Dark Chocolate Recipes." Some of the recipes included are dark chocolate banana bread muffins, tiramisu dark chocolate mousse, and dark chocolate apricot.



Tumblr: @sweettoothgirl posted many dark chocolate recipes including one for dark chocolate raspberry popicles from slicedginger.com which includes 3 simple ingredients—dark chocolate being one of them!

1,417

DARK CHOCOLATE
RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com 1,417 total recipes pop up when searching for dark chocolate. The recipes include mostly desserts from dark chocolate cheesecake, dark chocolate mousse to dark chocolate oatmeal and even dark chocolate martinis.

Dark Chocolate is the Star of Many Desserts

In a recent article of Good Housekeeping Magazine, they showcase how dark chocolate can be the star of many desserts. From a quick mug cake to a recipe for a chocolate babka or even a charlotte russe cake. With 85 recipes available, consumers are sure to find one that satisfies their sweet tooth and skill level including the chocolate fondant soufflés pictured here.



DARK CHOCOLATE

ON THE MENU Q1 2020-Q1 2021

967

DARK CHOCOLATE
MENTIONS ON
THE MENU

Source: Mintel Menu Insights

Fine dining is the top restaurant segment, with dessert and beverage as the top menu sections with the most dark chocolate flavored menu items. Desserts account for 72% of all dark chocolate flavored menu items.



MENU MENTIONS:

- **Midnight Mocha Cookies and Cream Ice Blended Coffee** combines signature Special Dutch Chocolate, fresh-brewed espresso roast coffee, **dark chocolate syrup**, and real cookie pieces at Coffee Bean & Tea Leaf nationwide.
- **European Truffle Pie** features **dark chocolate silk**, chocolate ganache, chocolate whipped cream and milk chocolate curls, all atop a delectable **dark chocolate cookie crumb crust** at Baker's Square nationwide.
- **The Chocolate Brooklyn Bridge** features a **dark chocolate marquise**, poached blueberries and honey vanilla ice cream at The River Café in Brooklyn, NY.

Consumer Awareness of Dark Chocolate

Dark chocolate is a fan favorite by all consumer groups and according to Datassential's Flavor Tool, it is in the 96th percentile among all food and flavors, meaning that consumers love dark chocolate more than 96% of all other items.

- 70% love or like it
- 97% know it
- 90% have tried it
- Equal popularity across all regions of the U.S.

DARK CHOCOLATE

Global New Product Introductions: 2015-2020

5,275

DARK CHOCOLATE
FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **EUROPE** is the top global region for dark chocolate flavored new product introductions.
- **BAKERY** is the top product category globally for dark chocolate flavored new products.
- **COCONUT** is the top flavor paired with dark chocolate.

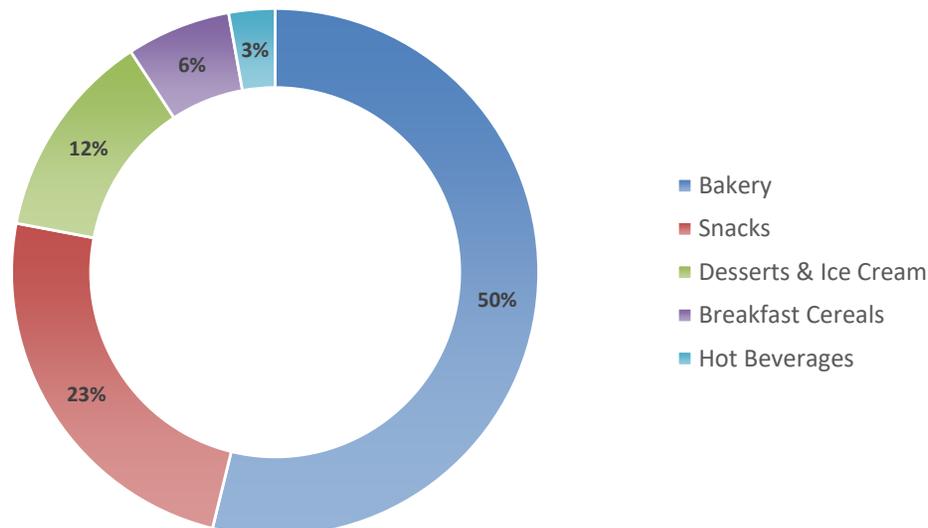


NUII ICE CREAM ADVENTURE DARK CHOCOLATE & NORDIC BERRY MINI ICE CREAM: Includes chocolate ice cream with a Nordic blueberry sauce, coating in dark chocolate with roasted cocoa bean and freeze-dried Nordic blueberry pieces. | Germany



OLMECA DARK CHOCOLATE FLAVORED TEQUILA: Described as a unique blend of authentic Mexican Olmeqa tequila and the indulgent taste of chocolate. Can be enjoyed chilled as a cold shot or on the rocks. | Ivory Coast

TOP DARK CHOCOLATE FLAVORED PRODUCT CATEGORIES



PROTEINI.SI DARK CHOCOLATE + HAZELNUT CREAM PROTEIN DONUT: Contains 13 g of protein per serving is sugar-free and contains 239 calories per donut. | UK

DARK CHOCOLATE

North America New Product Introductions: 2015-2020

917

DARK CHOCOLATE
FLAVORED
NEW PRODUCT
INTRODUCTIONS

NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 17% of the dark chocolate flavored new product introductions.
- **SNACKS** is the top product category for dark chocolate flavored new products in North America.
- **PEANUT BUTTER** is the top flavor paired with dark chocolate in North America.



LIDL DARK CHOCOLATE & PEANUT BUTTER NUT BARS: This Fairtrade product is a good source of protein, low in sodium and free from artificial flavors.

58% of consumers responded that they likely of definitely would buy this product. | USA



KIND CLUSTERS DIPPED DARK CHOCOLATE ALMOND BUTTER DIPPED CLUSTERS: Made with almonds as the first ingredient, and comprise cashews, dark chocolate and almond butter.

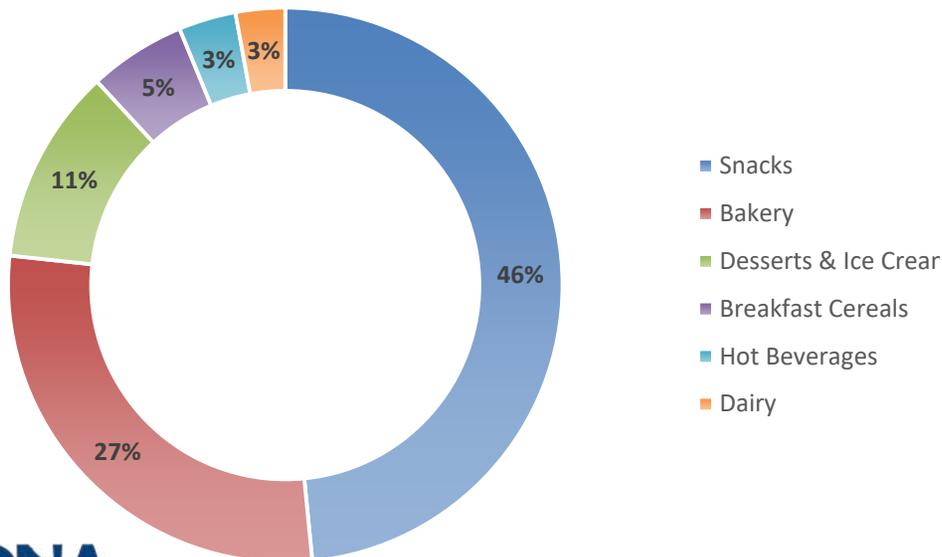
50% of consumers responded that they likely of definitely would buy this product. | USA



YORK COLLIDERS LAYERED PEPPERMINT FLAVORED DESSERT: A York peppermint flavored refrigerated dessert with a dark chocolate topping.

55% of consumers responded that they likely of definitely would buy this product. | USA

TOP DARK CHOCOLATE FLAVORED PRODUCT CATEGORIES



THE TAKEAWAYS

Dark chocolate is showing growth around the globe with 71% of new products appearing in Europe. We are spotting dark chocolate flavored menu items in a variety of restaurants with fine dining as the key restaurant segment. Desserts account for 72% of all dark chocolate flavored menu items. Dark chocolate is extremely familiar with consumers and 70% of all consumers stated that they either love or like dark chocolate with popularity across the U.S. The question is—is dark chocolate on your Flavor Radar?

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/contact-fona/

SOURCES:

Mintel GNPD

Datassential

Mintel Purchase
Intelligence

Foodnetwork.com

NetBase

Food Lover's
Companion

Good Housekeeping



Request Your
FREE
Flavor Sample Here

