

All You Need To Know: The State Of Cocoa

**COCOA PRICES
ARE 65% HIGHER**
in February 2024 than
February 2023*

Are you prepared
for rising market
challenges?



SOURCE: FOOD DIVE

A Look At the Cocoa Market

The industry is experiencing
**46 YEAR PRICE HIGHS
FOR COCOA***

Here's Why:

- Poor harvests due to weather
- Crop shortages
- Concerns around labor rights
creating uncertainty

SOURCE: FOOD DIVE



The issue?

Consumers love chocolate...

**CHOCOLATE/COCOA
INGREDIENTS
APPEARED IN 15%
TO 16% OF FOOD AND
BEVERAGE LAUNCHES
over the past five years.***

Launches that are not only indulgent, but also good for the body and planet are growing.



Flavor
solutions

SOURCE: INNOVA MARKET INSIGHTS



Tackling some of these
challenges?
We've got you covered.

Our flavor modifying technologies can help meet your bottom line and your consumers' taste expectations with cocoa.

Reach out or visit www.mccormickflavor.com for more.

