



Chocolate: 20 deliciously
new + sustainable insights.



Time frame.

- 7/20 to 7/29, 2021.

The research goals.

- Learn how consumers shop for organic and sustainable chocolate.
- Determine which chocolate brands buyers have an affinity for, and why.
- See how consumers evaluate milk + dark chocolate, and which they prefer.

Sample.

- n=200.
- 18-45 years of age.
- Natural fallout on gender, ethnicity and other demos.

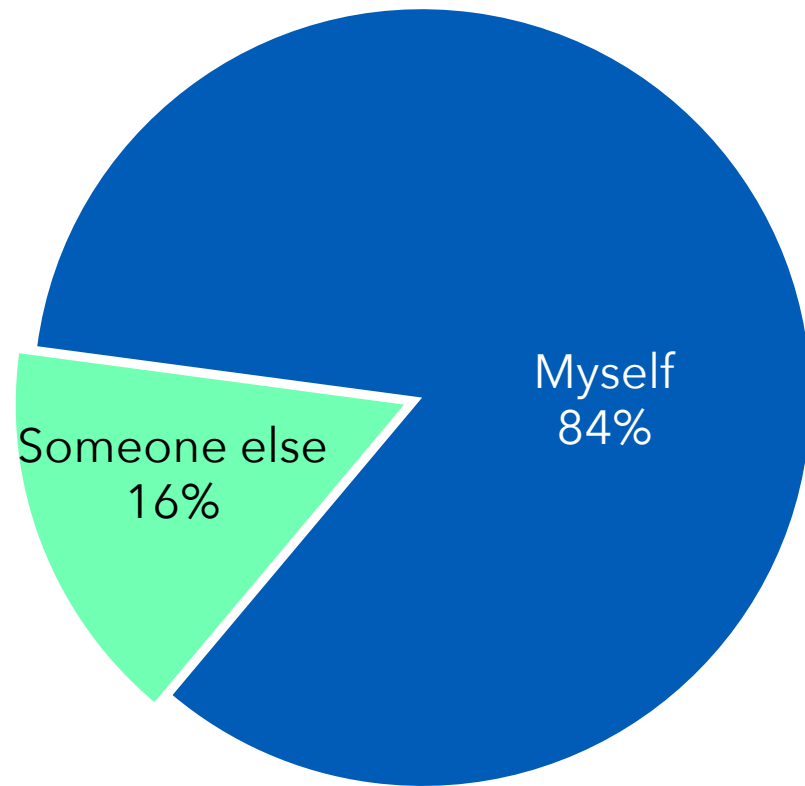
Methodology overview.

- MFour used Surveys On The Go® to identify buyers leaving Trader Joe's + Whole Foods.
- Consumers were screened for chocolate consumption and brand awareness.
- Then, a survey was sent to ask for feedback.

Specialty grocery retains chocolate lovers.

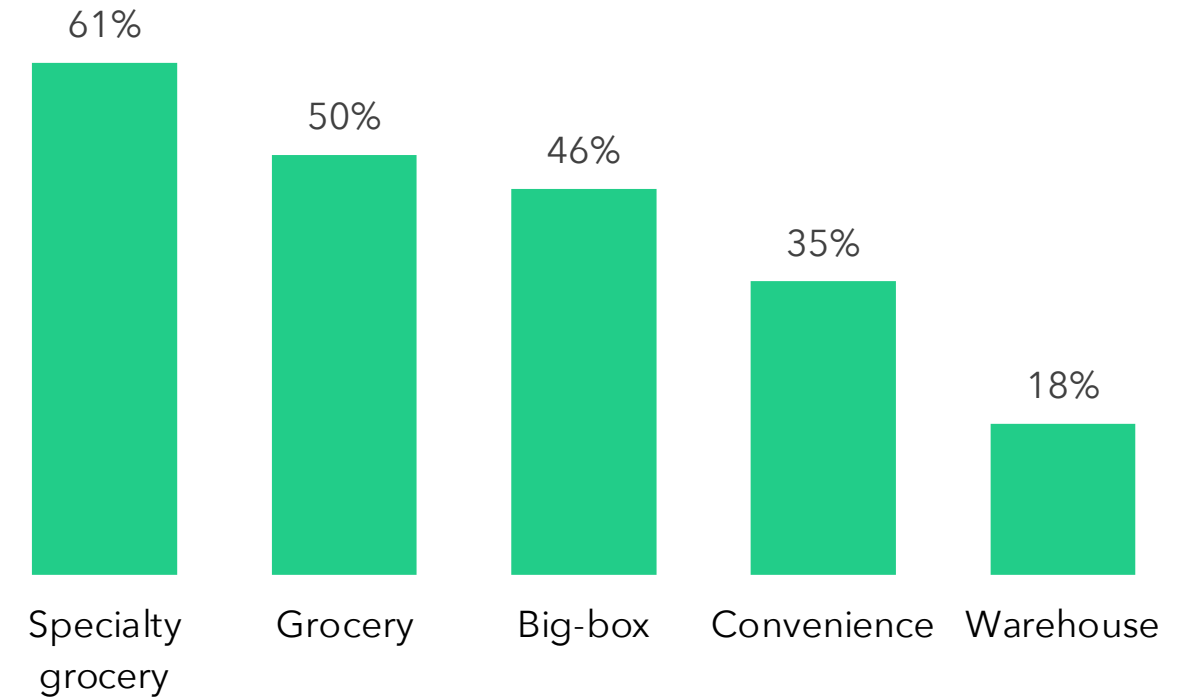


Are you more likely to buy chocolate for yourself, or someone else?



Base: 200

Where do you usually buy chocolate?

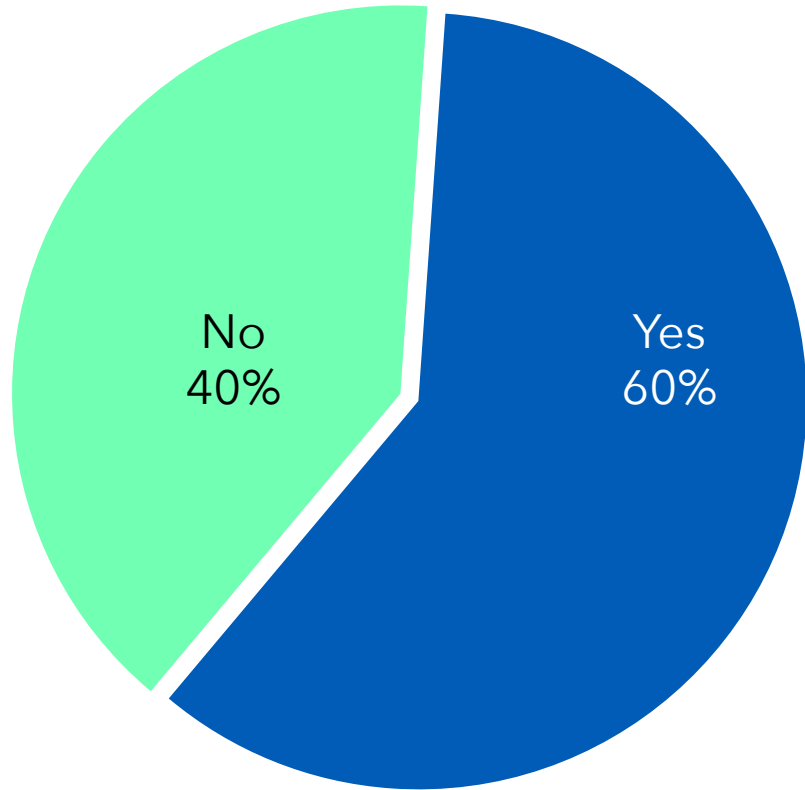


Base: 200

Today's chocolate choice was made on impulse.

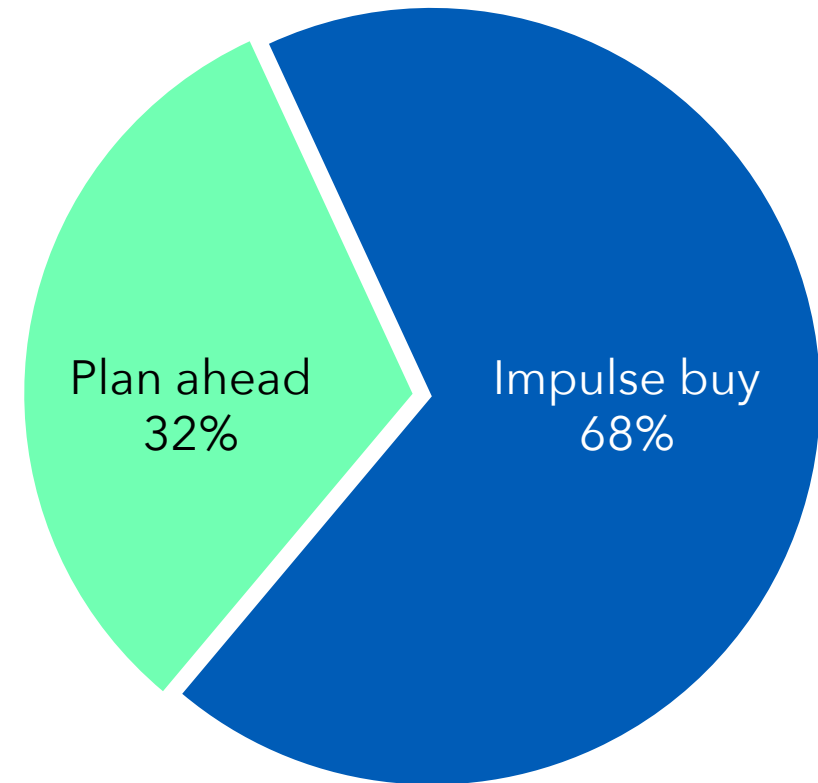


Did you buy chocolate candy on your trip today?



Base: 200

Do you plan ahead, or buy on impulse?

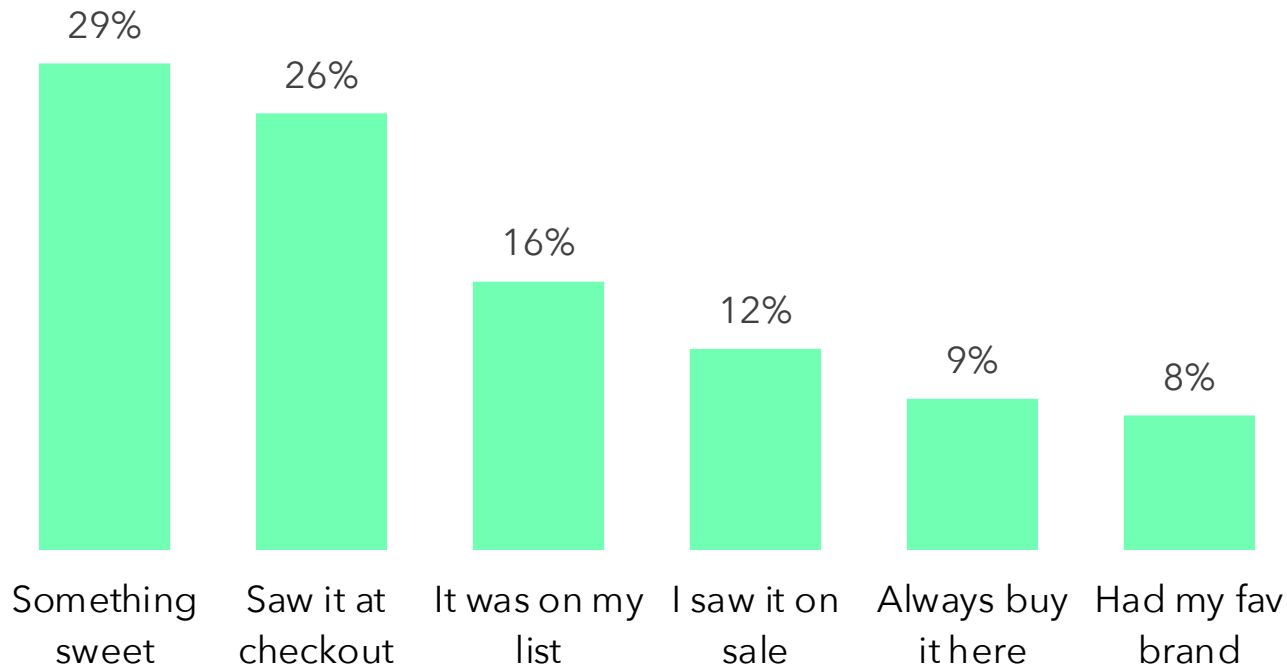


Base: 200

Here's why point of sale is SO important...



You said you bought chocolate candy on your trip today, what was the main reason?



Base: 120

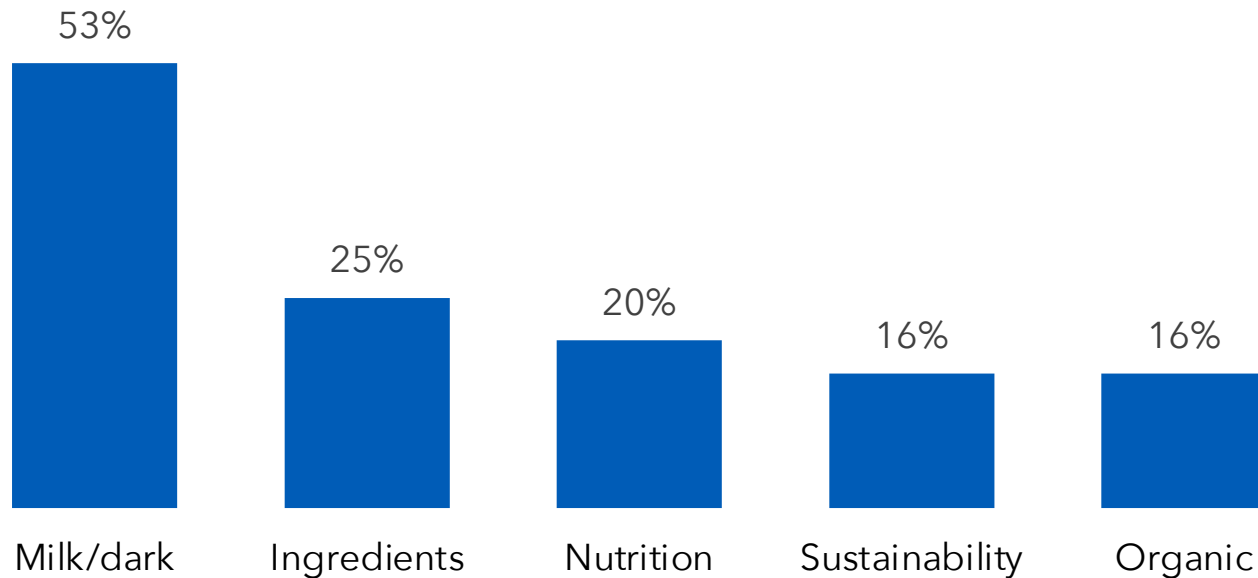
Tell me more...

- 48% are very, or fairly likely, to buy chocolate that is sustainable.
- 84% buy chocolate for themselves.
- 26% saw chocolate at the checkout aisle and decided to buy it.

Chocolate type beats out brand, for now.

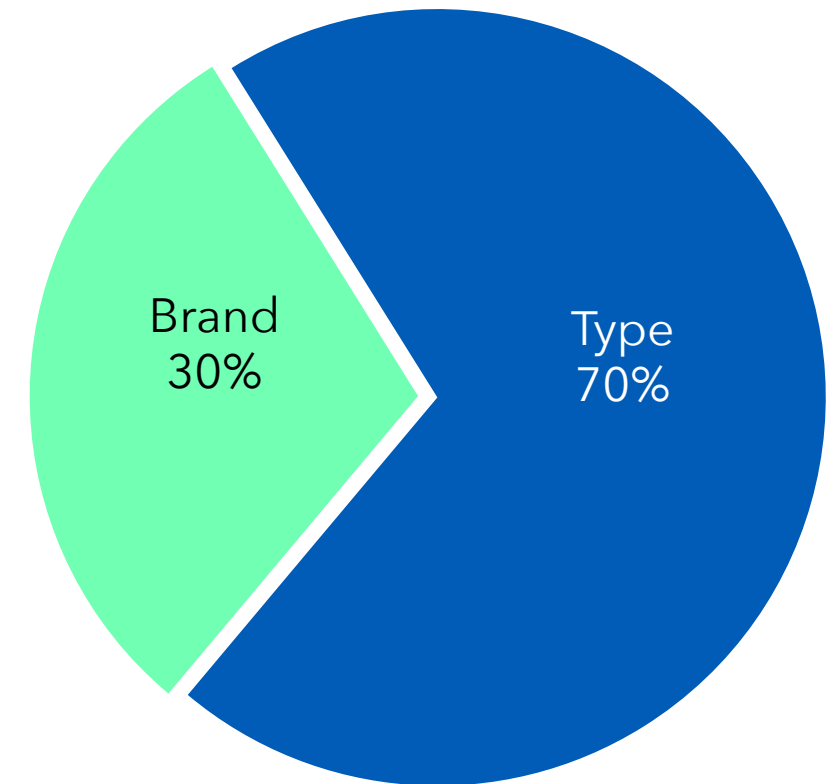


How does packaging influence your decision to buy? I look at...



Base: 200

What's more important, brand or type of chocolate?



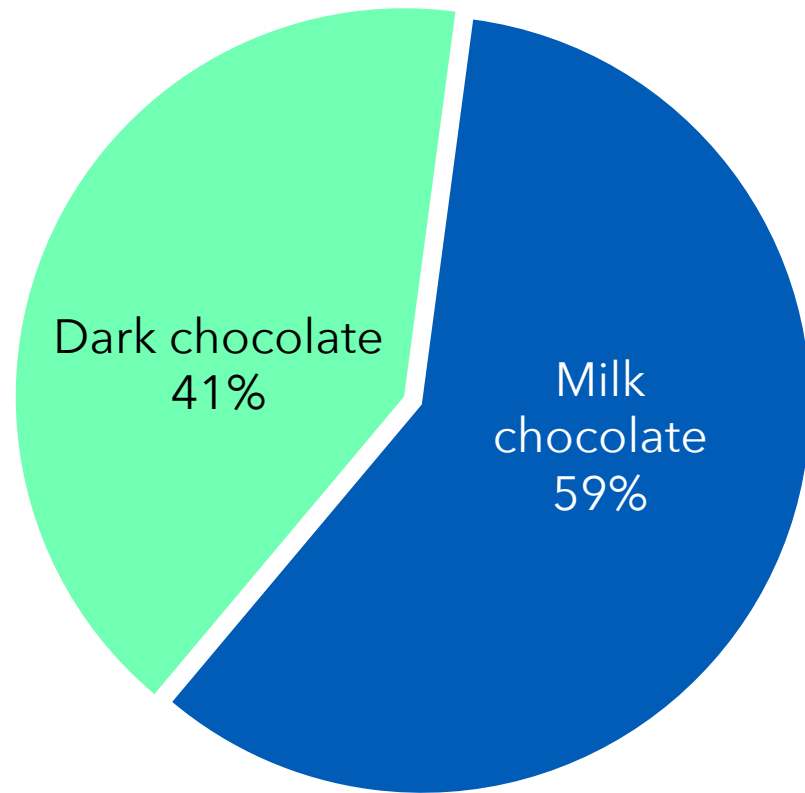
Base: 200

Milk is better than dark, because it's creamy.

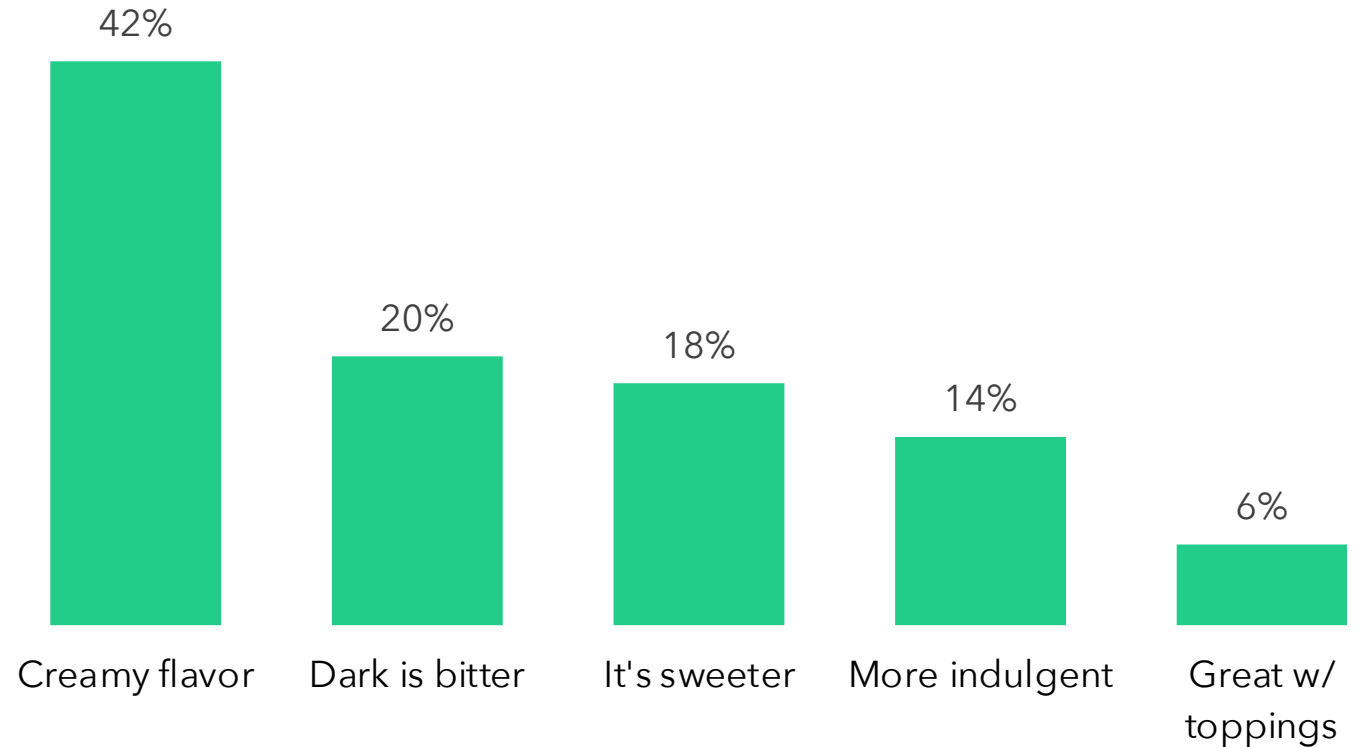


Which flavor is your go-to: milk or dark chocolate?

You said milk chocolate is your go-to, why?



Base: 200

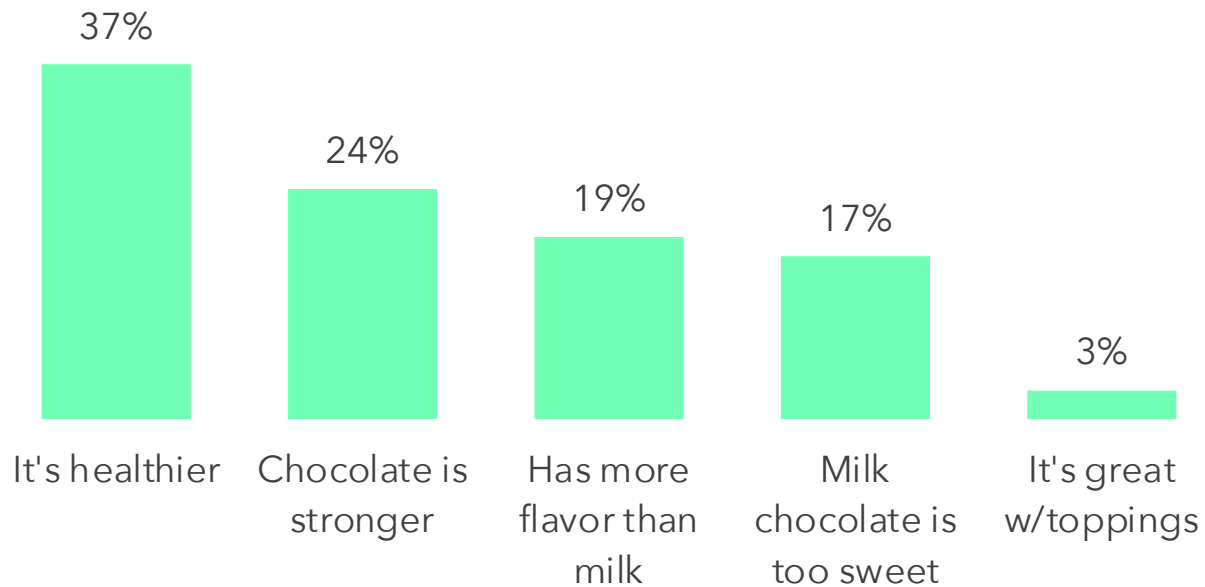


Base: 117

Dark chocolate is the “healthy” option.



You said dark chocolate is your go-to, why?



Base: 83

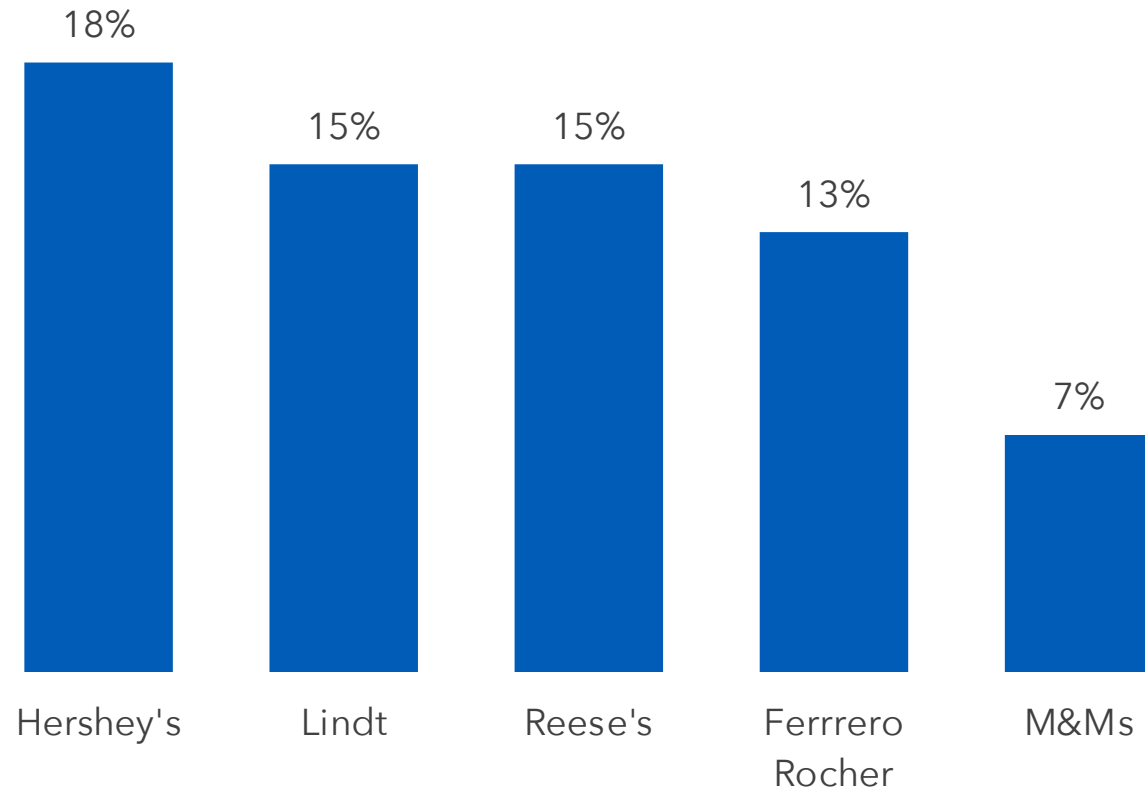
Why is it healthier?

- 34% say it has less sugar than milk chocolate.
- 32% say it's full of antioxidants.
- 14% it can lower the risk of heart disease.
- 9% it can reduce inflammation and insulin resistance.

Hershey's is the #1 brand, because of the taste.

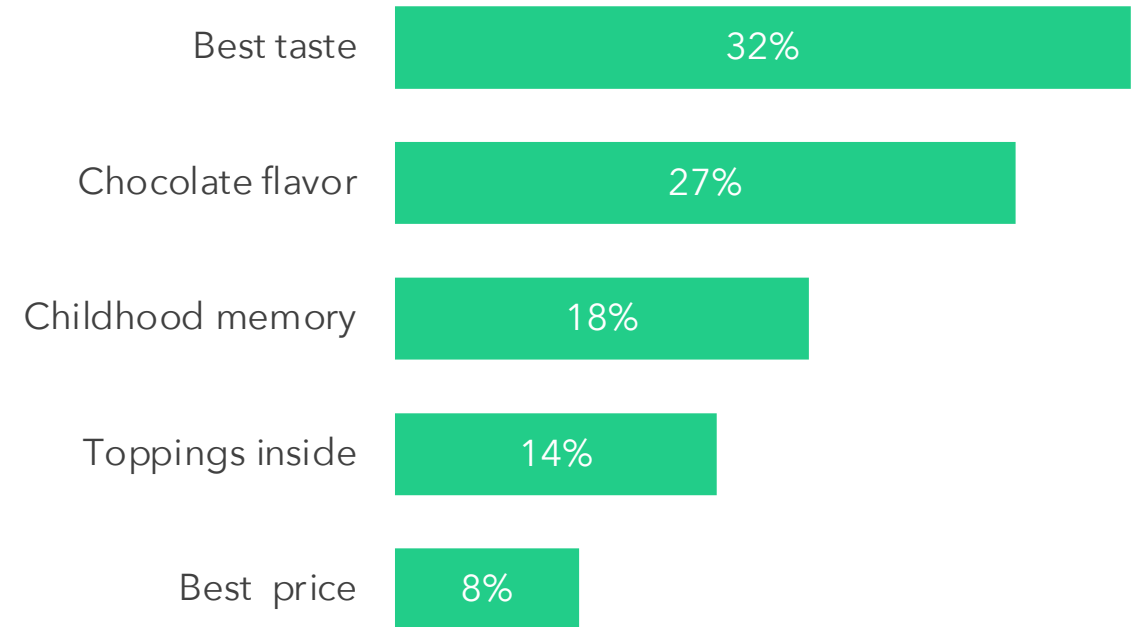


What is your favorite chocolate brand? Top 5.



Base: 200

What do you like most about that brand?

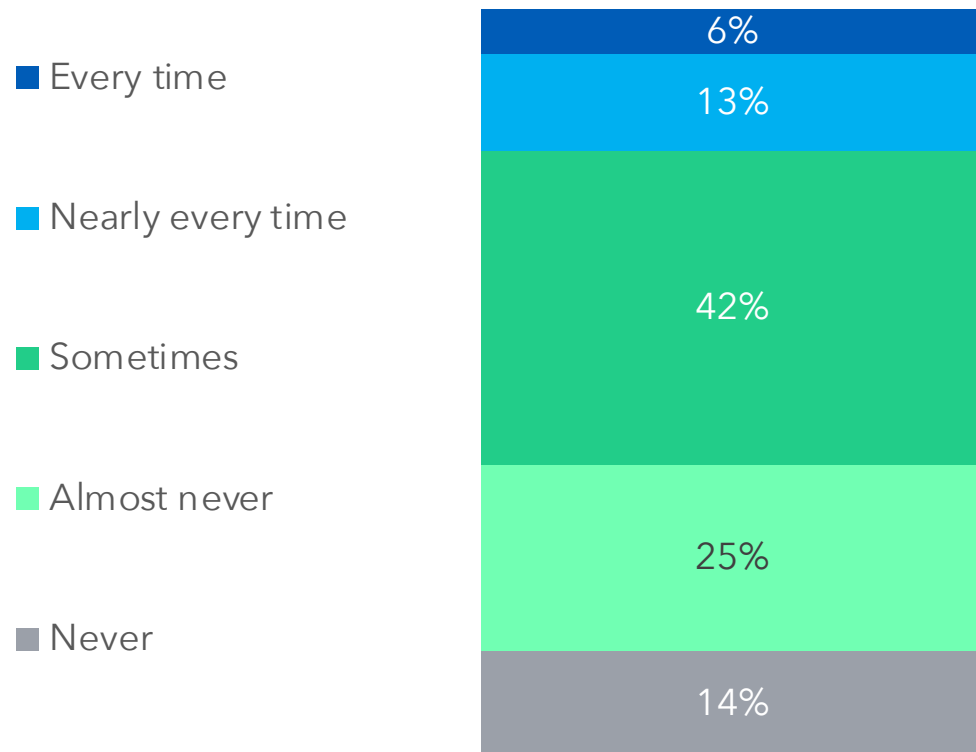


Base: 200

Fair trade + organic chocolate are very popular.



How often do you check packaging to see if it's sustainable?



Tell me more about chocolate buyers...

- 86% got sustainable chocolate on this trip.
- 61% check the packaging for sustainable chocolate.
- 61% bought organic chocolate on this trip.
- 52% are fairly/very likely to buy chocolate marked organic.



About MFour.



MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.





Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Choose better market research.