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?

- **Myself**: 84%
- **Someone else**: 16%

Base: 200

Where do you usually buy chocolate?

- **Specialty grocery**: 61%
- **Grocery**: 50%
- **Big-box**: 46%
- **Convenience**: 35%
- **Warehouse**: 18%

Base: 200
Today’s chocolate choice was made on impulse.

Did you buy chocolate candy on your trip today?

- No: 40%
- Yes: 60%

Do you plan ahead, or buy on impulse?

- Plan ahead: 32%
- Impulse buy: 68%
Here’s why point of sale is SO important...

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

- 29% Something sweet
- 26% Saw it at checkout
- 16% It was on my list
- 12% I saw it on sale
- 9% Always buy it here
- 8% Had my fav brand

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.

Base: 120
Chocolate type beats out brand, for now.

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

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

- **Brand**: 30%
- **Type**: 70%

- Milk/dark: 53%
- Ingredients: 25%
- Nutrition: 20%
- Sustainability: 16%
- Organic: 16%

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?

- Creamy flavor: 42%
- Dark is bitter: 20%
- It's sweeter: 18%
- More indulgent: 14%
- Great w/ toppings: 6%

Base: 200

Base: 117
Dark chocolate is the “healthy” option.

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

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.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hershey’s</td>
<td>18%</td>
</tr>
<tr>
<td>Lindt</td>
<td>15%</td>
</tr>
<tr>
<td>Reese's</td>
<td>15%</td>
</tr>
<tr>
<td>Ferrero Rocher</td>
<td>13%</td>
</tr>
<tr>
<td>M&amp;Ms</td>
<td>7%</td>
</tr>
</tbody>
</table>

What do you like most about that brand?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best taste</td>
<td>32%</td>
</tr>
<tr>
<td>Chocolate flavor</td>
<td>27%</td>
</tr>
<tr>
<td>Childhood memory</td>
<td>18%</td>
</tr>
<tr>
<td>Toppings inside</td>
<td>14%</td>
</tr>
<tr>
<td>Best price</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: 200
Fair trade + organic chocolate are very popular.

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

- 6% Every time
- 13% Nearly every time
- 42% Sometimes
- 25% Almost never
- 14% Never

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.

Base: 200
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.
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.