



INNOVA
MARKET
INSIGHTS

Innova Market Insights

Insights on Chocolate Confectionery - Middle East & Africa

2023

Methodology

Analysis & Parameters

- Analysis is performed based on new product launches tracked on the Innova Database
- Geography: Produced in the Middle East and Africa
- Time Frame: 2018-2022, Product examples as recent as possible
- Category: Chocolate confectionery
- Subcategories: Chocolate Bars, Chocolate Blocks, Chocolate Pieces - Unwrapped, Chocolate Pieces - Wrapped, Other Chocolate Confectionery

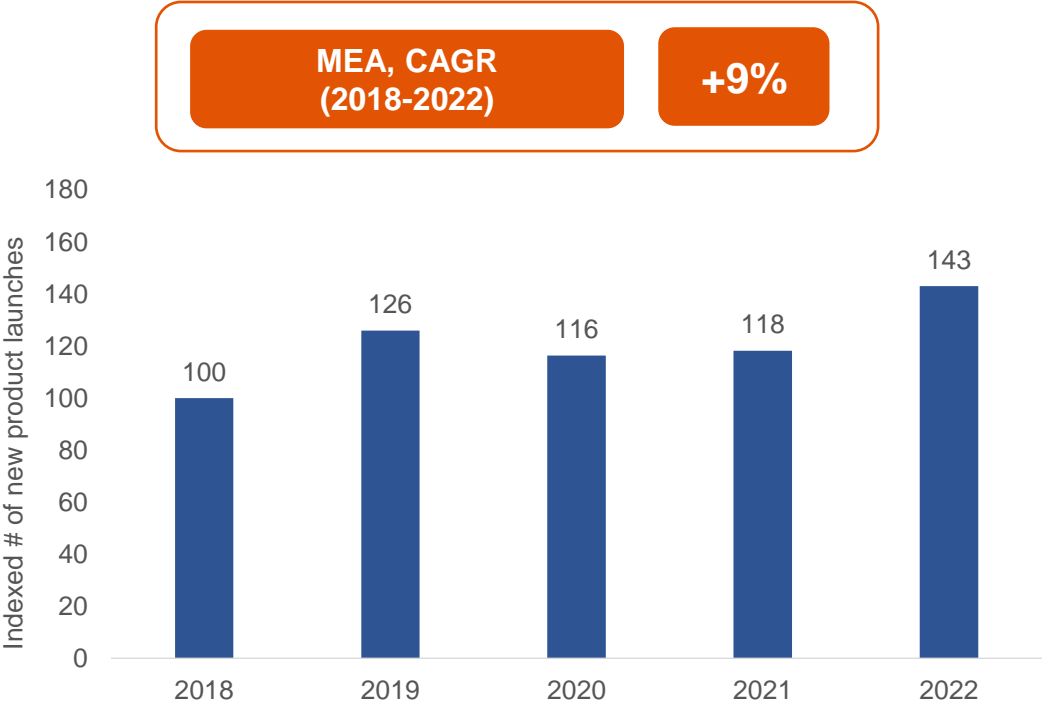
Abbreviations & Notes

- CAGR = Compound Annual Growth Rate
- NPD = New Product Development
- F&B = Food & Beverage
- MEA= Middle East & Africa
- Shelf Snapshot products are excluded

Chocolate confectionery launches in MEA are on a growth path

Chocolate confectionery launches in MEA are gaining potential

Figure | Indexed number of new chocolate confectionery launches tracked (Middle East & Africa, 2018-2022; Index 2018 = 100)



Cadbury Dream Coconut and Hazelnut Bliss White Chocolate

South Africa, May 2023

Claims: Special edition.



Cadbury Dairy Milk Fudge Cookie Crumble

South Africa, May 2023

Claims: Cocoa life. Diamond mark quality. Special edition.

Source: Innova Database

'Chocolate Block' subcategory leads product launches

Top subcategories (% share, 2022)



Chocolate Blocks

36%



**Chocolate Pieces -
Unwrapped**

26%



**Chocolate Pieces -
Wrapped**

21%



Delight Despacito Dark Chocolate with Espresso

Egypt, Aug 2023

Description: Dark chocolate with espresso in an aluminum foil wrapper held in an 80g carton folded box.

Claims: Unique taste. Made with love.

Cadbury Flake Minis Crumbliest Family Milk Chocolate

Jordan, Sep 2023

Description: Crumbliest flakiest family milk chocolate minis. Individually wrapped.

Claims: 100% sustainably sourced cocoa. Cocoa life helps farmers get the most from their cocoa trees through environmentally friendly farming.



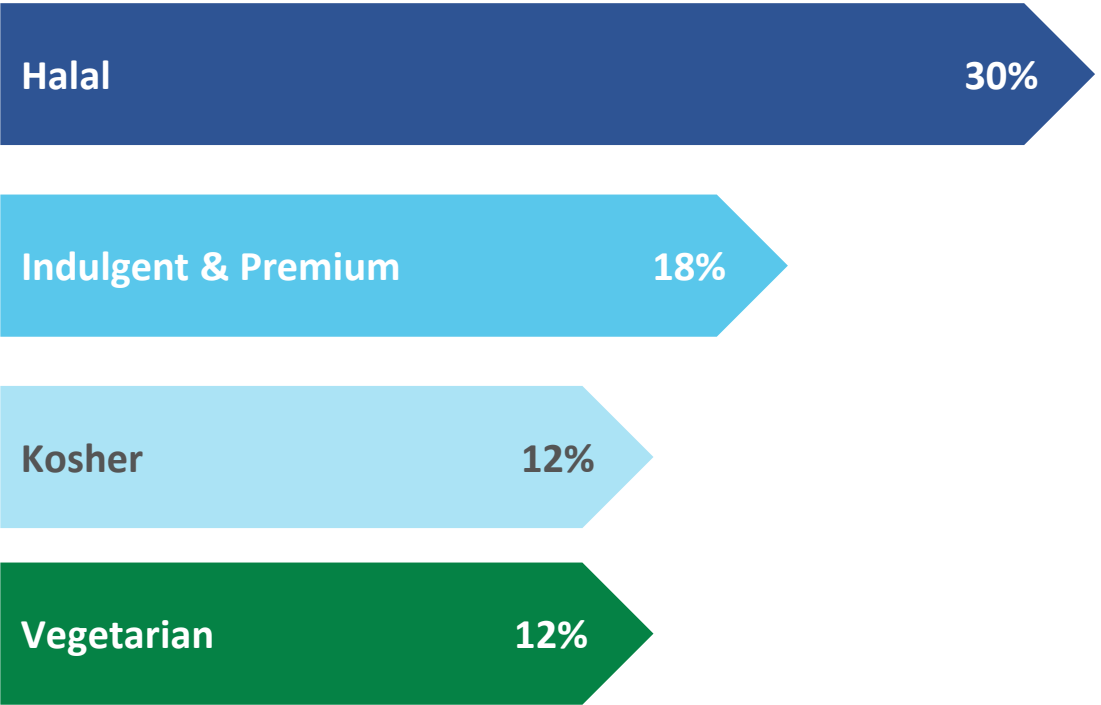
Source: Innova Database

Note: % share of top chocolate confectionery subcategories

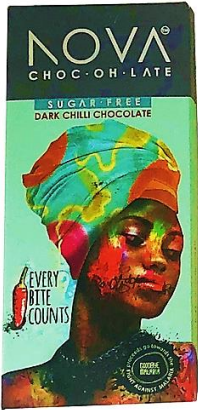
'Halal' claim leading Chocolate Confectionery launches

Nearly 1 in 3 chocolate confectionery are 'Halal' certified

Figure | Top claims as a percentage (%) of new chocolate confectionery launches tracked (Middle East & Africa, 2022)



Source: Innova Database



Nova Choc Oh Late Sugar Free Dark Chilli Chocolate

South Africa, Mar 2023

Claims: Sugar free. This bar is made from the finest sugar free and guilt free ingredients the artisanal way. No artificial colorings. Lacto **vegetarian** friendly. **Certified halal**. Their products are gluten and dairy free and their cocoa is ethically sourced. Proceeds go to the goodbye malaria - fight against malaria. Every bite counts.

Sally Williams Mint Flavored Belgian Dark Chocolate with Nougat

South Africa, Mar 2023

Description: Mint flavored Belgian dark chocolate slab with crispy nougat. Comes in an aluminum foil wrapper held in an 80g carton folded box.

Claims: Certified **kosher**. Certified **halal**. Handcrafted especially for you.



Strong growth of 'High/Source of Fiber' claim

+82%*

...average annual growth of new chocolate confectionery launches tracked with a 'High/source of Fiber' claim (Middle East & Africa, CAGR, 2018 - 2022)



Delly Sekersiz Cikolata Kapli Bademli Portakalli Bar: Chocolate with Almond and Orange

Turkey, Sep 2023

Claims: No sugar added. **Source of fiber**. Gluten free. V-label vegan logo. Sugar free.



Milk Chocolate



60% Cocoa Dark Chocolate



Milk Chocolate with Roasted Macadamia

Carbsmart No Sugar Added Chocolates

South Africa, Jan 2023

Claims: Certified kosher. Certified halal. Soy free. Gluten-free. Maltitol free. Orangutan friendly. Palm oil free. High source of protein. **High source of fiber**. No sugar added. Diabetic friendly. Keto and banting friendly.

Sources: Innova Database

Note: *Growing from a very small base

Spotlight on fastest growing claims

Fastest growing claims* as a percentage (%) of new chocolate confectionery launches tracked (Middle East & Africa, CAGR, 2018-2022)

+67%
CAGR

Seasonal-Christmas



Palmary Moment Le Dore: Chocolate with Hazelnuts

Algeria, Jan 2023

Claims: Enjoy the most prestigious bites made from the best milk chocolate combined with the flavor of hazelnut. **Christmas** edition.

+43%
CAGR

Limited Edition



Checkers Limited Edition Lifes Better with you 9 Pink and White Assorted Chocolates

South Africa, Feb 2023

Claims: **Limited edition**. Valentine's edition.

+31%
CAGR

Vegetarian



Nakheel Alya Nalya Dark Chocolate Covered Dates with Almonds

Oman, Aug 2023

Claims: HACCP certified. GMP certified. Green Dot Certified. **100% vegetarian**. Saudi date mark.

Source: Innova Database

Note: *Claims with product launches less than #10 in 2022 & claims with no product launches in any of the 5 years are excluded

