



## CHOCOLATE INDUSTRY FACT AND FIGURES

- Cacao comes from three primary growing regions around the world:
  - South America: Colombia, Maracaibo, Ecuador, Trinidad
  - Africa: Ghana, Ivory Coast (largest producer), Madagascar
  - Asia: New Guinea, Sumatra
  
- The National Confectioners Association estimates total retail chocolate sales at \$15.7 billion for 2005 — that's 3.5 billion pounds of chocolate, an increase of 2.6 percent over the previous year. Source: National Confectioners Association
  
- Gourmet chocolate accounts for roughly 10 percent of overall chocolate sales and is growing faster than the chocolate market. Based on available market information, *Packaged Facts* estimates that total gourmet chocolate sales reached \$1.3 billion in 2005, and projects that they will reach \$1.8 billion in 2010, illustrating growth of 6.4 percent between 2005 and 2010. Source: *Packaged Facts*
  
- Datamonitor's Industry Opinion Surveys (IOS) illustrate that consumers in both Europe and the U.S. are seeking more luxury from their consumption choices to satisfy their increasing lifestyle aspirations. Everyday occasions now have an added premium focus — in Datamonitor's study, 85 percent of respondents agreed with the statement that "*high-quality products are increasingly being chosen for 'everyday occasions,'*" while prior analysis has already shown that consumers are consuming higher-quality products more frequently (which is reflected by the increasing number of premium indulgence occasions). Source: Datamonitor 2005
  
- The chocolate industry is a USD \$60 Billion industry worldwide. Source: Chocolate Manufacturers Association, 2000
  
- Chocolate ranks second to coffee and tea as the most popular item in the specialty food category. Source: Mintel International Group
  
- The cacao tree's scientific name, *Theobroma cacao*, means "food of the gods."

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