

# Low Calorie Chocolate Market to be at \$ 2,115.2 Billion Opportunity, Growing At 9.8% CAGR by 2030

*According to the low calorie chocolate market analysis, the market is segregated based on product, source, and distribution channel.*

PORTLAND, OR, US, November 29, 2023 /EINPresswire.com/ -- The global [Low Calorie Chocolate Market](#) was estimated at \$894.7 million in 2020 and is expected to hit \$2.11 billion by 2030, registering a CAGR of 9.8% from 2021 to 2030. The report provides an in-depth analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive scenario, and wavering market trends.



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Growing popularity of low calorie food products and rising demand for healthy confectionery in the developed economies propel the growth of the global low calorie chocolate market.”

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The marketing strategies adopted by the key market players also has a crucial role to play in influencing the customers' demand. Marketing strategy like story telling is the trending strategy. The consumers are highly captivated by the stories behind the products they buy and consume. The story behind the product may significantly influence the buying decision of the customer. The manufacturers and the processors of the chocolate products are paying utmost attention to storytelling in their branding strategies. Nestle Kit-Kat and Cadbury Bournville are the examples of chocolate brands that use storytelling strategies.

The low calorie chocolate market is gaining rapid traction among the global consumers owing to

the health benefits associated with the consumption of chocolate along with the low calorie content in the chocolate. Low calorie chocolate offers a healthier alternative to the regular chocolates. The low calorie chocolate market is driven by the rising prevalence of obesity among the adults and children across the globe.

### Leading Key Players

Players operating in the low calorie chocolate industry have used a variety of developmental strategies to expand their market share, exploit the processed meat market opportunities, and boost market profitability. The key players profiled for low calorie chocolate industry include Nestle S.A., Kraft Foods, The Hershey Company, Barry-Callebaut AG, Blommer Chocolate Company, Lindt & Sprungli, Ferrero SpA, Breyers, Mondelez International, Ben & Jerry's, Haagen Daaz, and Dreyer.

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Based on product, the dark segment accounted for the major share in 2020, holding nearly half of the global market. The milk segment, on the other hand, would grow at the fastest CAGR of 10.5% throughout the forecast period.

According to the low calorie chocolate market forecast, on the basis of product, the dark chocolate dominated the market, garnering a significant 52.3% of the global low calorie chocolate market share in 2020. This is attributable to the addition of new flavors to low calorie dark chocolate that has become a growing trend, in addition to its health benefits. The milk chocolate segment is expected to be the fastest-growing segment as milk chocolate can be consumed by children as it provides nutrition to improve health.

As per the low calorie chocolate market trends, the organic segment is expected to be the fastest-growing segment because a rapid surge in the demand for the organic food products has been registered in U.S. in 2020 and growing demand for the organic chocolate in Europe is fostering the organic sales.

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Based on region, the market across Europe held the lion's share in 2020, garnering nearly two-fifths of the global market. The market across Asia-Pacific, simultaneously, is expected to cite the fastest CAGR of 10.8% by the end of 2030.

### Key findings of the study

The low calorie chocolate market was valued at \$894.7 million in 2020, and is estimated to reach \$2,115.2 million by 2030, growing at a CAGR of 9.8% during the forecast period.

By product, the milk chocolate segment is estimated to witness the fastest growth, registering a CAGR of 10.5% during the forecast period.

In 2020, depending on source, the conventional segment was valued at \$816.1 million, accounting for 91.2% of the global share.

In 2020, the U.S. was the most prominent market in North America, and is projected to reach \$568.2 million by 2030, growing at a CAGR of 9.9% during the forecast period

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