

Friday, 26 July 2013

And Australia's favourite chocolate bar is...

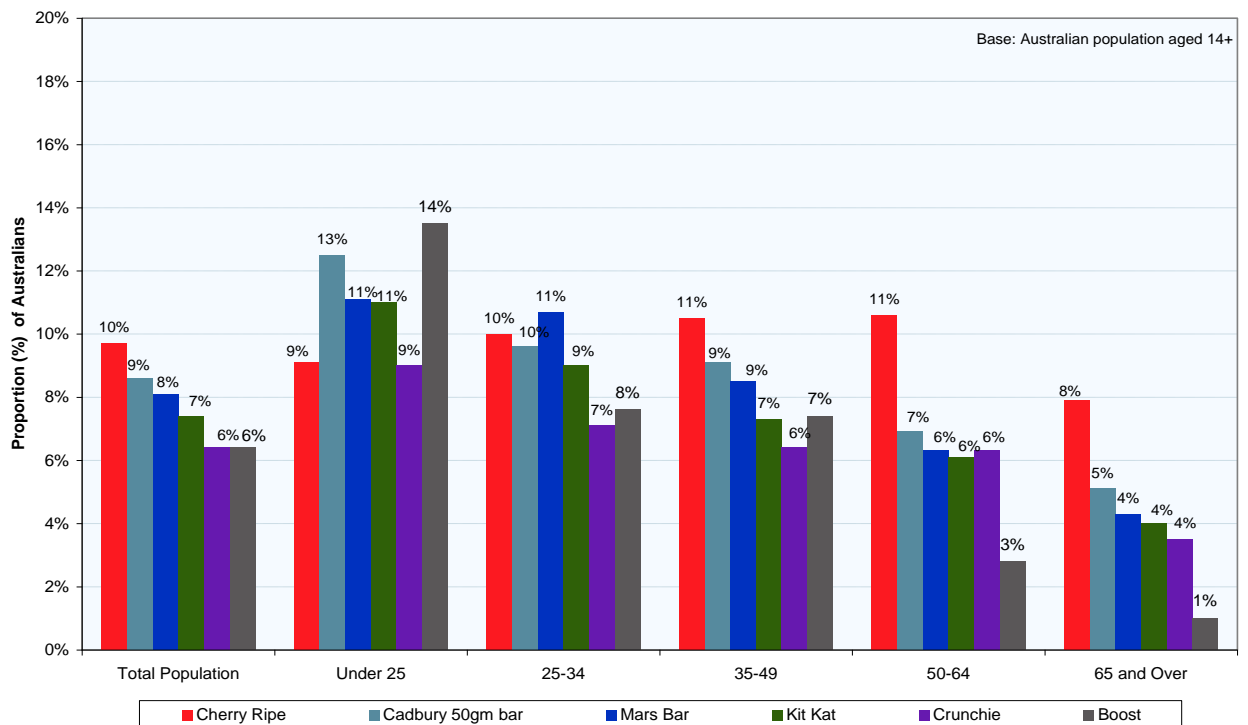
Cherry Ripe! Not only is it Australia's oldest chocolate bar (dating back to 1924), it's also the country's favourite, according to the latest data from Roy Morgan Research.

In the 12 months to March 2013, 49% of Australians aged 14+ consumed chocolate bars in an average four-week period (down from 53% in the year to March 2009). Cherry Ripe was the most popular choice, with 10% of Aussies indulging in one (up from 9% in the year to March 2009); ahead of Cadbury Dairy Milk 50g blocks (9%, up from 8%).

Mars Bars came in third, but the proportion of Aussies consuming the bar has decreased over the last five years to 8% (from 10% in the year to March 2009).

While Cherry Ripe is the most popular chocolate bar among the total population, sweet-tooths aged under 25 are more likely to consume Boost bars (14%), while those aged 25-34 favour Mars Bar (11%).

Sweet treats: top 6 Chocolate Bars consumed by Australians in an average four-week period



Source: Roy Morgan Single Source (Australia), April 2012 – March 2013, n = 20,767.

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

“Over the last five years there has been a small decrease in the proportion of Australians consuming chocolate bars in any given four-week period. During this time,

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Cherry Ripe and Cadbury Dairy Milk 50g bars gained popularity while Mars and Kit Kat declined.

“It’s interesting to note how taste varies by age, with those aged over 35 showing a clear preference for Cherry Ripe, and those under 35 more likely to consume other chocolate bar brands.

“It is vital for chocolate bar manufacturers to understand the detailed profiles of their customers and how they differ from those of other brands to ensure they remain competitive.”

[Click here](#) to view our extensive range of [Chocolate Bar Profiles](#), including the [Chocolate Bar Consumer Profile](#), [Chocolate Bar Buyer Profile](#), [Cherry Ripe Consumer Profile](#), and more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

[Download the new \(and free!\) Roy Morgan Research app](#), and receive the latest Market Research and Morgan Poll updates directly to your smartphone.

For comments or more information please contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

| Sample Size | Percentage Estimate |
|-------------|---------------------|
|-------------|---------------------|

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| | 40%-60% | 25% or 75% | 10% or 90% | 5% or 95% |
|--------|---------|------------|------------|-----------|
| 5,000 | ±1.4 | ±1.2 | ±0.8 | ±0.6 |
| 7,500 | ±1.1 | ±1.0 | ±0.7 | ±0.5 |
| 10,000 | ±1.0 | ±0.9 | ±0.6 | ±0.4 |
| 20,000 | ±0.7 | ±0.6 | ±0.4 | ±0.3 |
| 50,000 | ±0.4 | ±0.4 | ±0.3 | ±0.2 |

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