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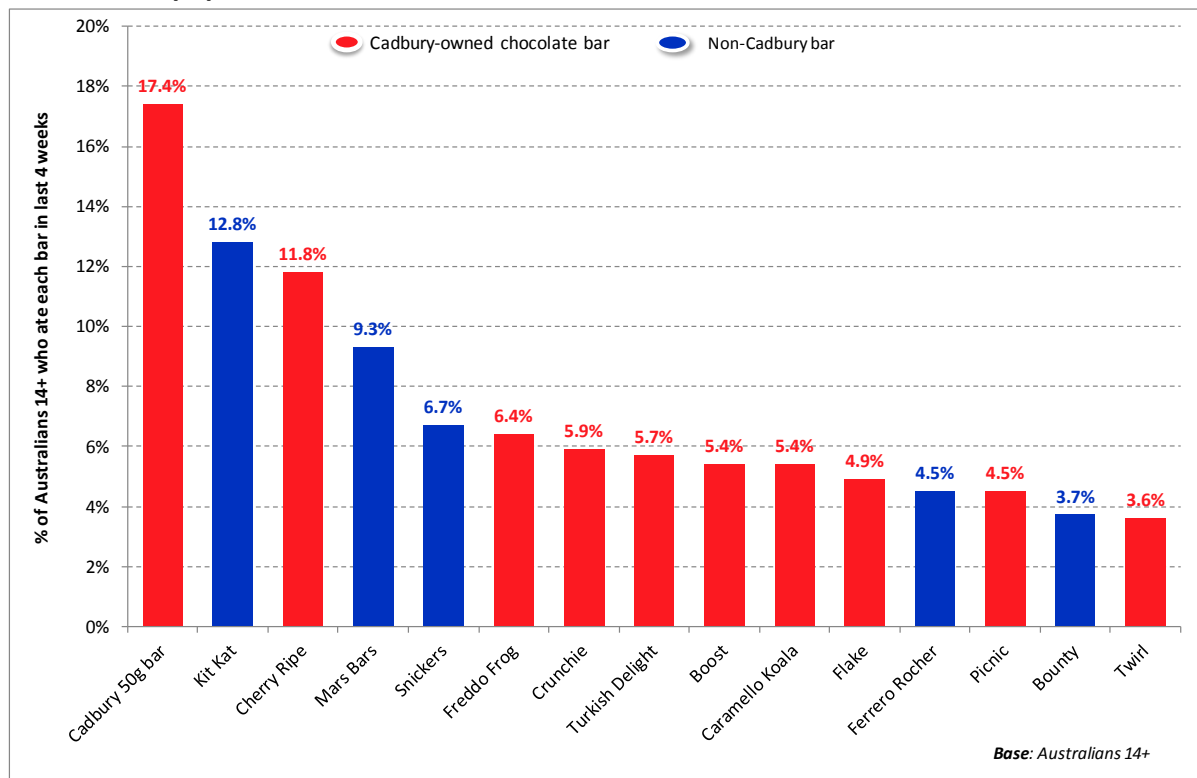
Thursday, 18 August 2016

No half-measures for Aussie chocolate lovers

With more than half (52.8%) the population consuming at least one chocolate bar in an average four-week period, it's safe to say that we're a nation of chocolate fans. But for many people, chocolate bars are just the start. The latest findings from Roy Morgan reveal that the majority of chocolate-bar eaters also eat chocolate blocks in an average four weeks, and more than a quarter eat boxed chocolates. And the chocolate fervour doesn't stop there, either...

In the 12 months to March 2016, 17.4% of Australians 14+ consumed at least one Cadbury 50g chocolate bar in an average four-week period, well ahead of Kit Kat (12.8%), Cadbury-owned Cherry Ripe (11.8%), Mars Bar (9.3%) and Snickers (6.7%). Of the country's 15 most widely consumed chocolate bars, 10 are owned by Cadbury.

The 15 most popular chocolate bars in Australia



Source: Roy Morgan Single Source (Australia), April 2015-March 2016, n=15,074

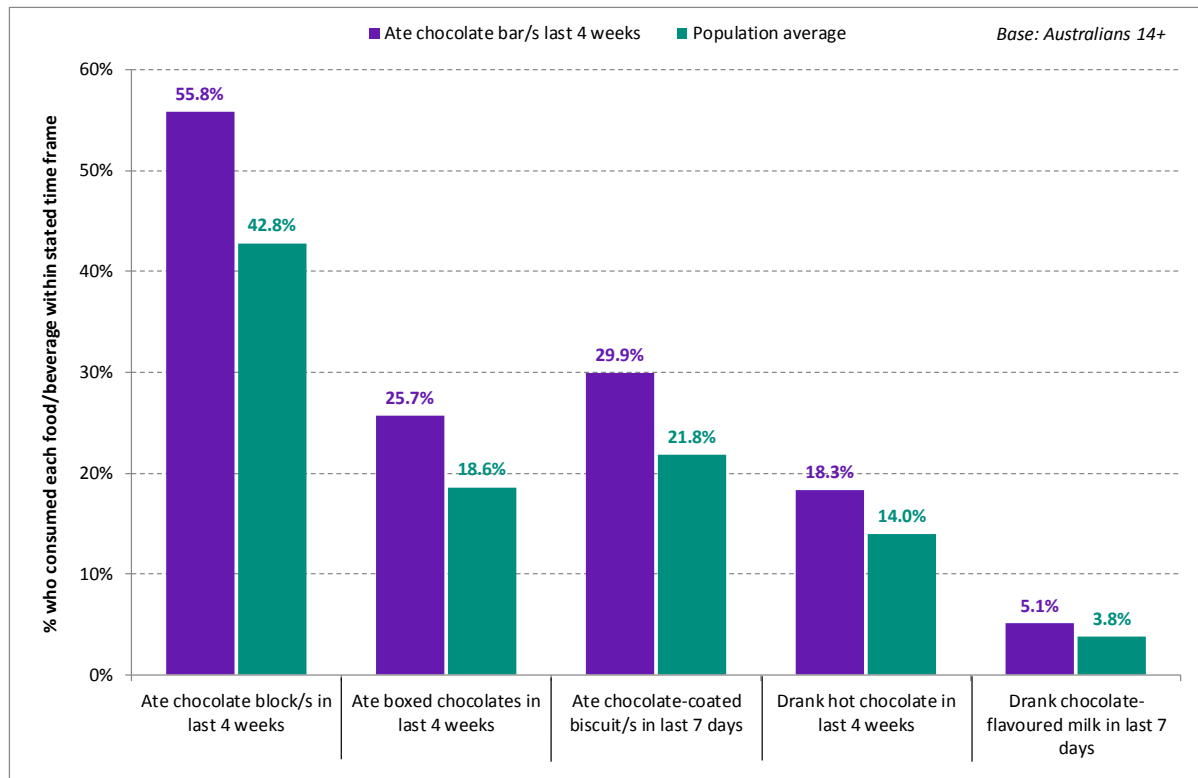
But it seems that it takes more than a chocolate bar to satisfy some folks' choc cravings. In any given four-week period, 55.8% of Australian chocolate-bar eaters also eat block chocolate, well above the national average of 42.8%.

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Meanwhile, 25.7% of chocolate-bar eaters also consume boxed chocolates – once again, outstripping the population average (18.6%) -- and 17.1% eat both the block and boxed varieties on top of their bar/s (vs 11.3%).

Of course, chocolate cravings can be quelled in other ways, and chocolate-bar eaters are more likely than the average Aussie to resort to these too. For example, almost three out of every 10 eat chocolate-coated biscuits in an average seven-day period (vs the population average of 21.8%). Their consumption of hot chocolate and even chocolate-flavoured milk is also above average.

Chocolate-bar eaters vs population average for other chocolate consumption



Source: Roy Morgan Single Source (Australia), April 2015-March 2016, n=15,074

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

“The latest results from Roy Morgan confirm what many of us already suspected: when it comes to chocolate, there’s no such thing as moderation. As the country’s chocolate-bar eaters demonstrate, consuming chocolate is not an isolated activity. If you eat one kind of chocolate in an average four-week period, you’re more than likely to eat at least one other kind in the same period, and may well drink chocolate-flavoured beverages as well.”

“Of course, for a brand like Cadbury, which dominates the chocolate bar market (as well as leading the chocolate block and boxed chocolate categories), this is very good news. For one thing, nearly 60% of people who eat Cadbury 50g chocolate bars in any given four weeks also eat Cadbury blocks in the same period. Indeed, 42% of Aussies

who eat any kind of chocolate bar also eat Cadbury's chocolate blocks: the brand is almost a by-word for chocolate!

"But while a certain degree of brand loyalty appears to exist, it is not watertight. Not only do chocolate-lovers get their fix from a variety of chocolate-flavoured sources, but they are not averse to mixing up their brands. For example, although consumers of Cadbury 50g bars tend to also opt for Cadbury blocks, they're also more likely than the average Aussie to eat non-Cadbury blocks. And, just for good measure, they're above average in their consumption of other brands' chocolate bars too (although the corollary is also true).

"Chocolate is a serious business, and brands wishing to carve out their share of the market need to understand precisely who their consumers are and how to keep them – a challenge that Roy Morgan Single Source data can help overcome..."

For comments or more information about Roy Morgan Research's consumer products data, please contact:

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Related research findings

Explore our extensive range of Chocolate profiles, including [Chocolate Bar Consumers and Buyers](#), [Chocolate Block Consumers and Buyers](#), and [Boxed Chocolate Consumers and Buyers](#).

Compiled with data from Roy Morgan's Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

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 Indonesia, 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.

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			
	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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