



InSites Consulting

CHOCOLATE RITUALS

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Research Background

Research design and sample composition



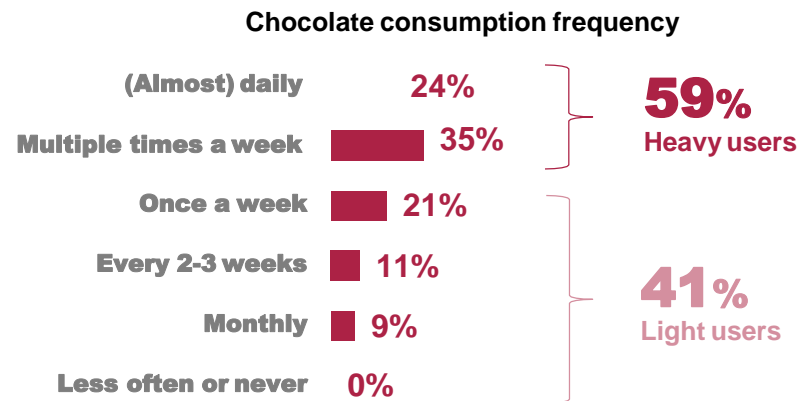
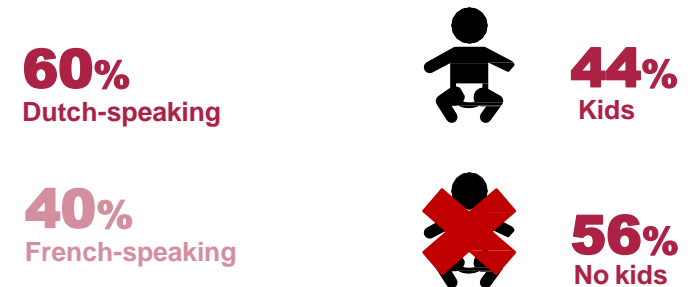
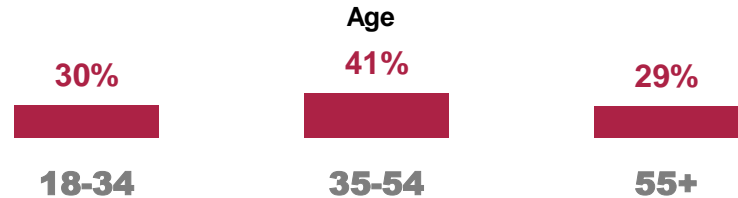
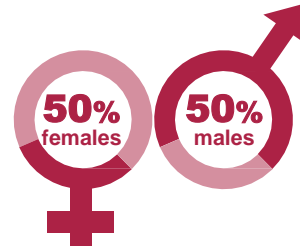
METHOD & RECRUITMENT

- Online quantitative survey
- U&A ad hoc
- Recruitment via panel partners
- Length of questionnaire max. 15 minutes
- Field period: 06/03/2018 – 14/03/2018



SCREENING & SAMPLE COMPOSITION

- Belgium
- Sample screening:
 - Chocolate eaters (at least once a month)
 - No dangerous occupation
 - Age 18 – 75 years old
- Total sample size n= 1002





**91% of Belgians eat
chocolate at least once
every month**

Overall, milk chocolate is most preferred

However, the majority of the **55+ people prefer dark chocolate** over milk or white chocolate

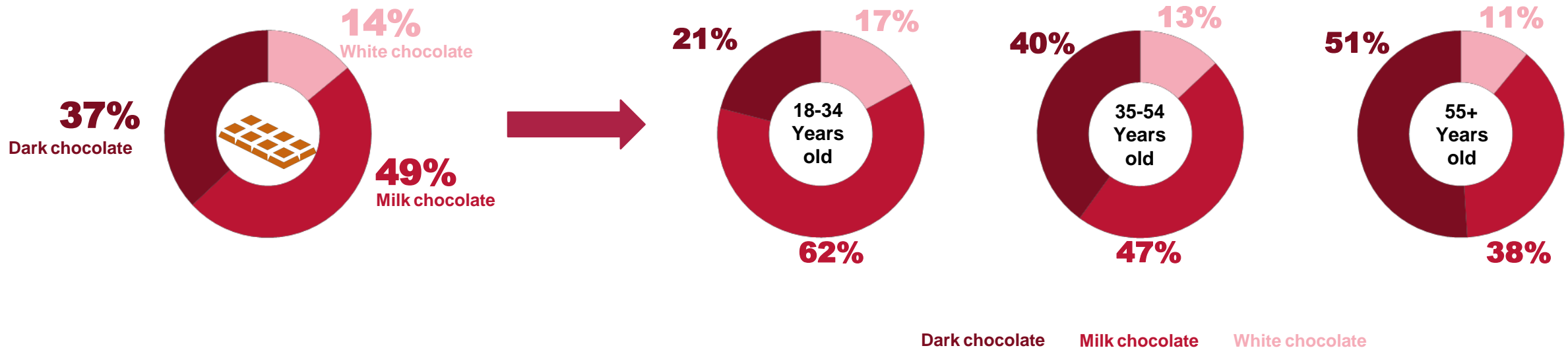


Overall, milk chocolate is the most preferred chocolate type

But among the 55+ group, dark chocolate is more preferred

Q. If you would have to choose, which type of chocolate do you prefer? | N: 1002 | Filter: None

Chocolate type preference



An elderly couple is shown in a close-up, laughing joyfully. The man, on the left, has his eyes closed and a wide smile. The woman, on the right, has her hand on his shoulder and is also laughing. They are seated at a table, and a green bowl filled with wrapped chocolates is visible in the lower right corner. The background is softly blurred, suggesting an indoor setting like a cafe or a home.

73% of Belgians *always* have
chocolate at home

This is even more applicable
to 55+ people (80%)



40% of Belgians has *more than 1* spot to store chocolate

Of course cupboard & fridge,
but even in their bedroom!

Most chocolate eaters (79%) drink something together with their chocolate, mostly coffee

This is more common among older age groups (35-54 & 55+), while youngsters (18-34) often drink water

Q. What do you usually drink together with your chocolate? | N: 1002 | Filter: None

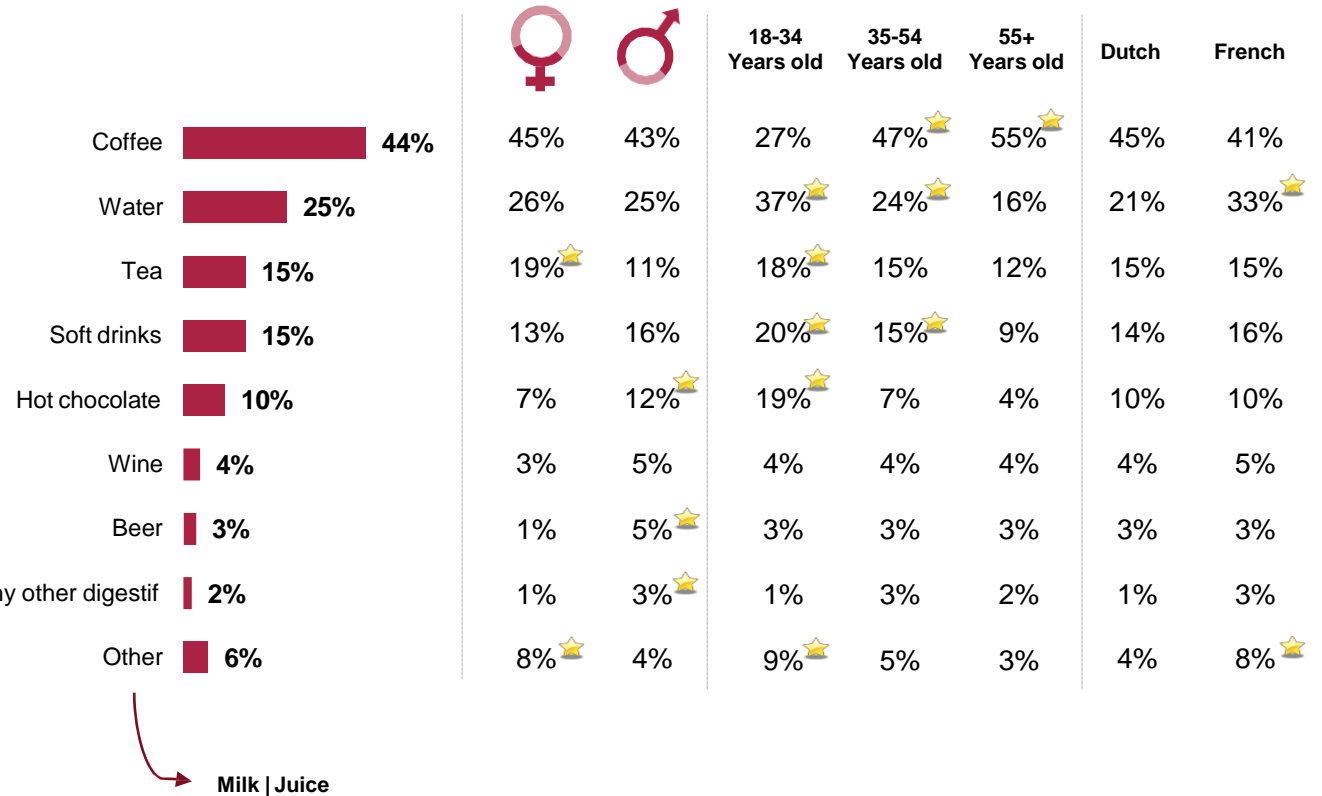
Drink with your chocolate



79%



21%



42% doesn't want to
share his/her chocolate
with someone else!



More than 40% is not willing to share his/her chocolate, hence eat it when they are alone

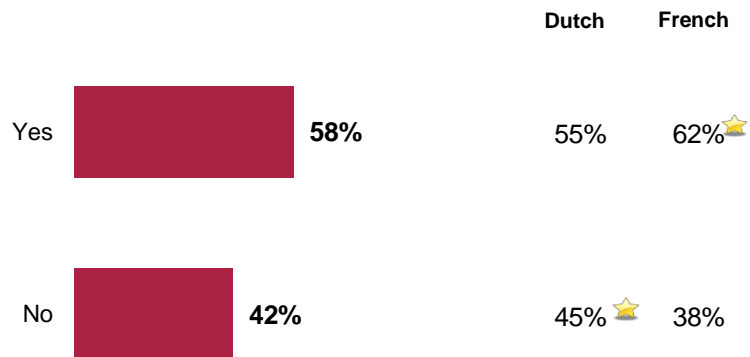
In Wallonia they are more open to share their chocolate than in Flanders

Q. With whom do you usually eat chocolate? | N: 1002 | Filter: None

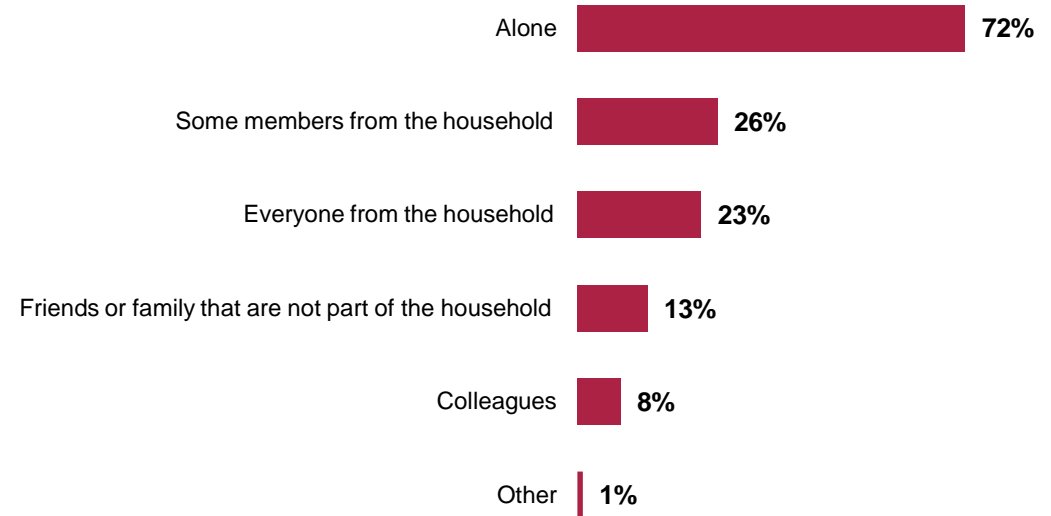
Q. Do you usually share your chocolate? | N: 1002 | Filter: None

Chocolate sharing


Share your chocolate



With whom do you eat chocolate



* Significantly higher than opposite group (95%)



**Most common reason
to eat chocolate is for
indulgence**





**Gen Y eats chocolate
as a reward for their
achievements**

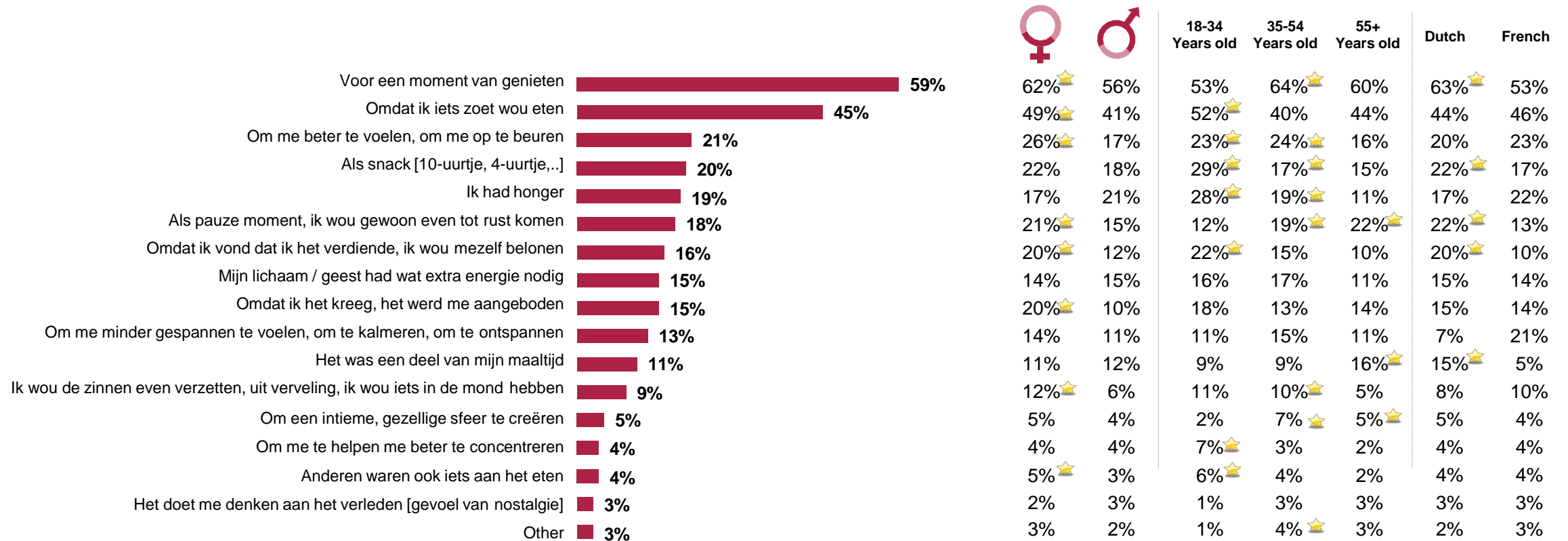
**For Gen X it serves
more as a way to
unwind and de-stress**

Around 60% of Belgian chocolate eaters eat chocolate for indulgence

Females eat chocolate more often as a reward and to feel better compared to males

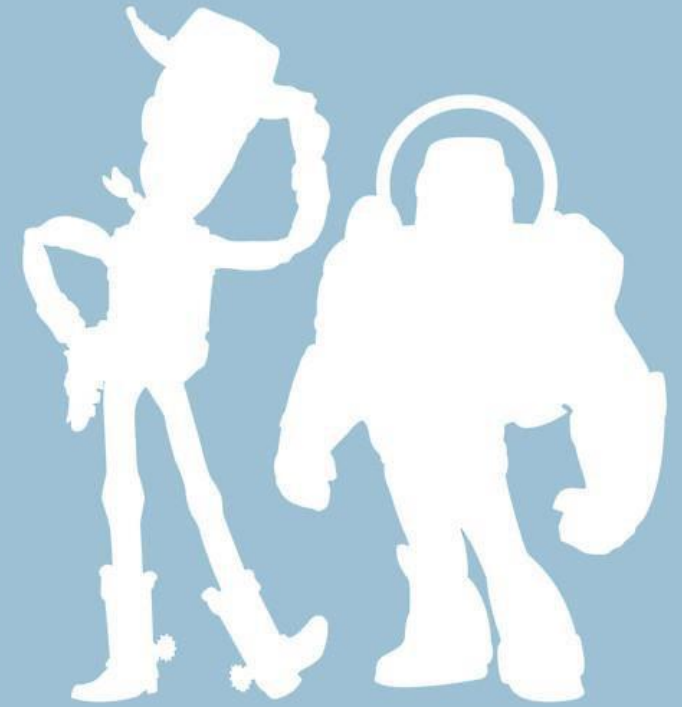
Q. For which of these reasons do you eat chocolate? | N: 1002 | Filter: None

Reasons for eating chocolate



* Significantly higher than opposite group (95%)

Chocolate is mainly
described as a good
friend / a buddy



YOU'VE GOT A
FRIEND
IN ME

44% generally *ends up*
eating more chocolate
than intended



13% would *secretly*
eat chocolate and hide
the packaging



12% even has a *secret*
stash to hide chocolate

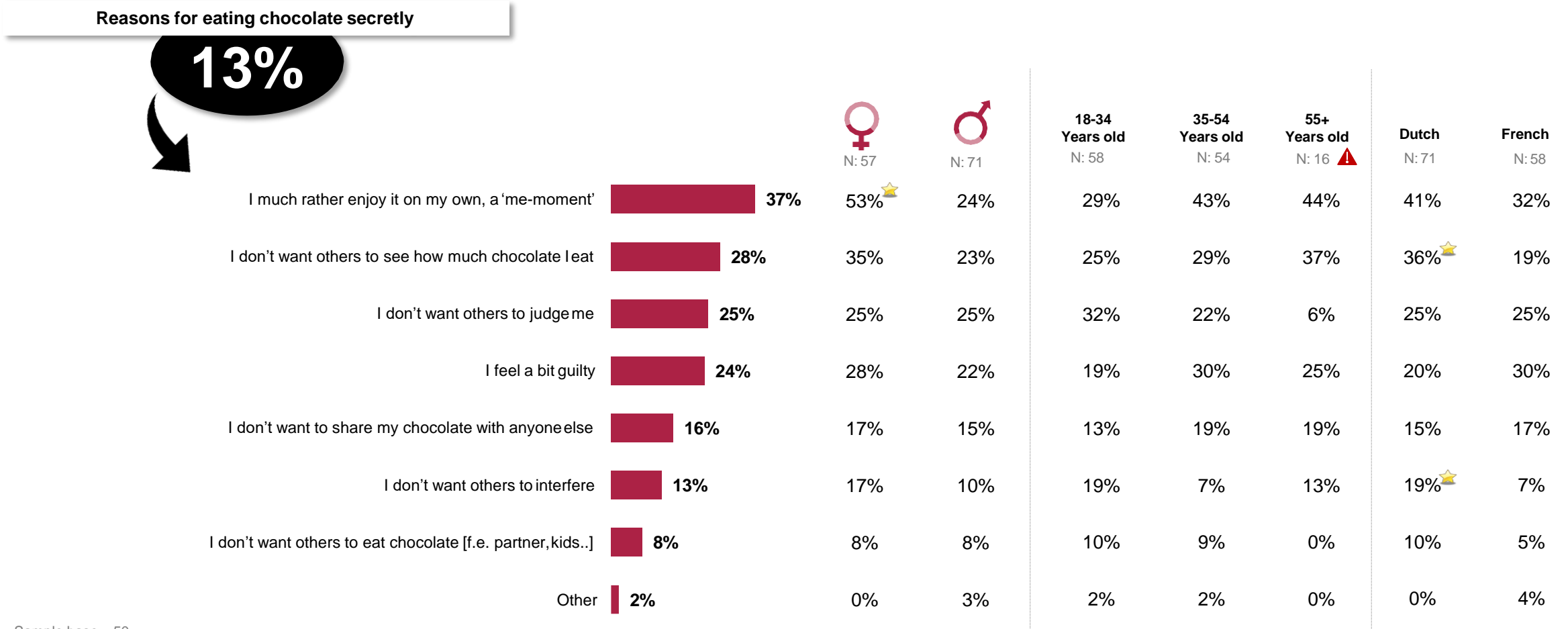


Women mostly eat chocolate
in secret, because they want
to enjoy a “*me-moment*”

Most important reason for eating chocolate secretly is to have a 'me-moment'

This is less important among youngsters and males, where avoiding being judge by others is more important

Q. Why do you secretly eat chocolate and hide the blisters? | N: 128 | Filter: Top 2



Sample base < 50

Significantly higher than opposite group (95%)



When people hide chocolate,
they mainly hide it from their
partner or their kids

Millennials who still live at
home, hide it from their *parents*

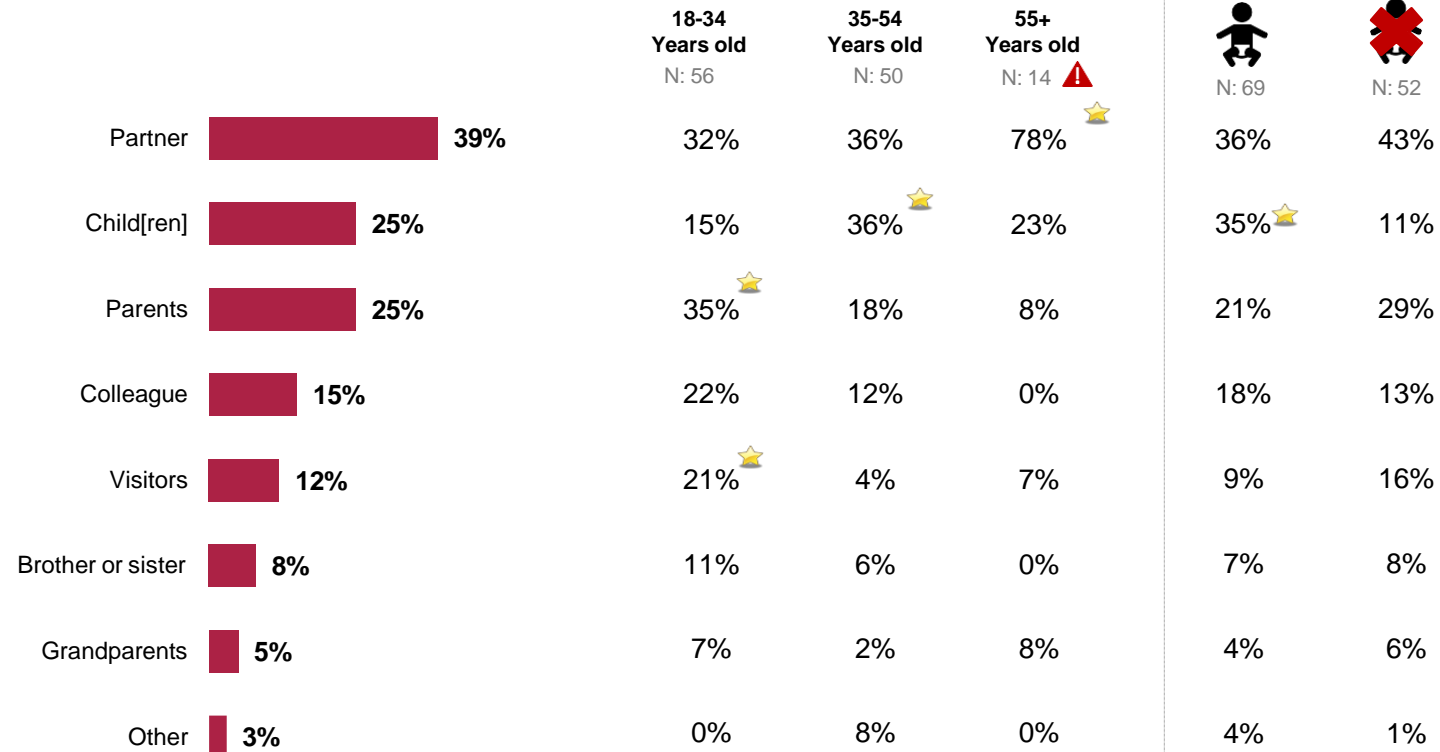
Partner is the most important person to hide chocolate from

Hiding chocolate from kids is equally important as hiding from partner for families with kids


Q. For whom do you typically try to hide that you are eating chocolate? | N: 120 | Filter: Top 2

Persons hiding chocolate from

12%



 Sample base < 50

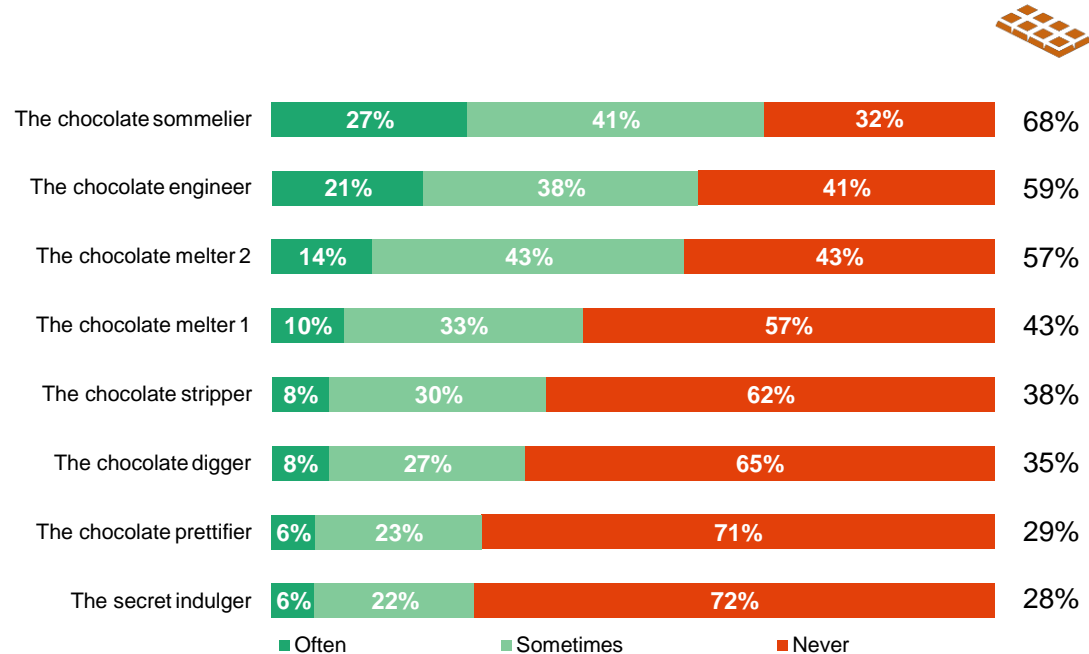
 Significantly higher than opposite group (95%)

Sommelier is the ritual with the highest penetration

In Wallonia 'Engineer' and 'Sommelier' have similar penetration, and higher than in Flanders

Q. Here's a list of chocolate rituals we gathered from other people. Which of these do you do as well? | N: 1002 | Filter: None

Rituals penetration



Often / Sometimes

	♀	♂	18-34 Years old	35-54 Years old	55+ Years old	Dutch	French	👤	👤
	67%	68%	62%	67%	75%★	65%	72%★	68%	67%
	58%	61%	58%	57%	65%★	50%	73%★	61%	58%
	54%	60%	50%	57%	66%★	58%	56%	58%	56%
	43%	43%	47%★	43%	38%	46%★	39%	47%★	40%
	56%★	40%	48%★	36%	31%	36%	41%	36%	40%
	34%	36%	39%	34%	32%	32%	39%★	34%	36%
	25%	34%★	34%★	28%	26%	30%	28%	31%	28%
	23%	34%★	31%★	30%★	23%	27%	31%	33%★	25%

★ Significantly higher than opposite group (95%)

Almost 70% of Belgian chocolate eaters identify with the 'Sommelier' ritual



I smell / I enjoy the aroma when opening the package



I carefully break or bite a bit of chocolate.



I let it melt in my mouth and use all my sentences.



I repeat this a couple of times

The 'precision eater' is the 2nd most popular ritual,



I break / cut / bite /
scrape the exact
amount of chocolate I
need for one bite



I repeat this
for every
step



I enjoy the
chocolate and
save the best bit
for last

The 'melter' is the 3rd most popular way to eat chocolate



I break the chocolate



I dip it in a
(warm) drink



I lick the chocolate