

# Cargill Sweet Delight consumer study



## Decoding Consumer Confectionery Decisions in Vietnam



We surveyed 1605 Chocolate consumers in Vietnam, covering purchasers of different chocolate products such as candy/snack bars, chocolate bags/bites, chocolate bars and boxed chocolates/pralines





## Health & indulgence: Vietnamese confectionery consumers want it all

Vietnamese consumers want the best of both worlds, indulgence and healthier choices.

Indulgence (for me and others) coupled with a desire to unwind/relax remain the most important purchase triggers, and they usually outweigh the health-related concerns, like weight gain etc.



### Top reasons for purchasing:

**48%**  
Help me  
relax/unwind

**44%**  
Treat/Reward  
for the kids

**41%**  
Reward myself  
with a treat



### Top barriers to purchasing:

**38%**  
Don't want to  
gain weight

**34%**  
Too much sugar/  
Added sugar

**28%**  
Too tempting/Would  
eat too much





Labeling, ingredients and claims all play an important role at point-of-sale\*

Consumers are mindful about the ingredients in chocolate confectionery products and influenced by product labelling.

\* Level of influence on chocolate confectionery purchase decision (% A lot/fair amount of influence)

**75%** say that specific product labeling about cocoa content drove their purchase.

**73%** say that product claims influenced their purchase.

**73%** say that the ingredient list influenced their purchase.



# Top 5

## The 5 most promising innovation platforms for today's chocolate consumers



... **Quick energy/ Mood boost**



... **Better for you**



... **Premium indulgence**



... **Everyday kind of treat**



... **Guilt-free indulgence**

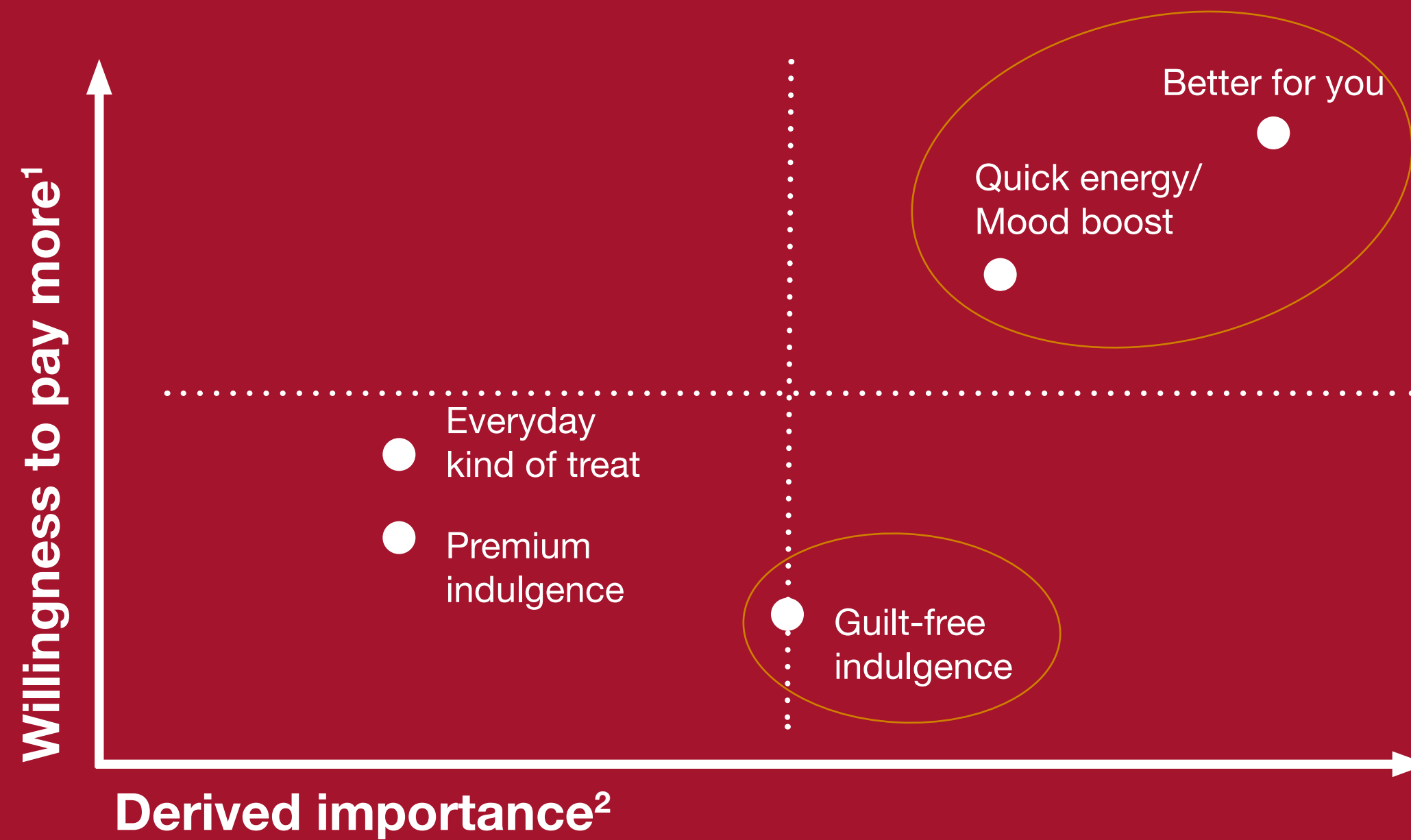




## “Better for You” and “Quick Energy/Mood Boost” present interesting niche opportunities

“Better For You” and “Energy Boost” represent the biggest whitespace opportunities for differentiation and premium prices. Although consumers are interested in “Guilt-Free” products but are not ready to pay more for them.”

### Opportunity map for confectionery



1) Top 2 Box 2) Subconscious



# Stay ahead of the curve in the market and uncover tomorrow's opportunities with us, today.

Cargill offers end-to-end solutions so you can target new chocolate confectionery opportunities including Better for You and Quick Energy/Mood Boost. Our broad range of food ingredient solutions for chocolate confectionery include precisely formulated cocoa butter alternatives, sweeteners, cocoa powder and lecithin. Our technical experts will help you create formulations that meet your product needs. In short, we're your perfect partner for co-development, innovation, and profitable growth.

## **Your on-trend chocolate confectionery partner**

Contact us today and let's meet these new opportunities together!  
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or visit [www.cargill.com](http://www.cargill.com)

Source: Consumer research conducted for chocolate category in Vietnam, Oct 2022, N=1600.

