

SNACKS & CONFECTIONERY

2025

CHOCOLATE TOP TRENDS



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2025 CHOCOLATE TOP TRENDS

As we step into 2025, consumer expectations are shifting dramatically. **Health-conscious choices, sustainability demands,** and a quest for **meaningful experiences** are at the forefront of purchasing behaviour. Today's **consumers no longer separate indulgence from purpose**—they seek balance, favouring products that deliver enjoyment while aligning with their values.

Simultaneously, *transparency* has become essential, with consumers gravitating toward brands offering clear **commitments to authenticity and accountability**. These shifts reflect a challenge and a powerful **opportunity for chocolate and confectionery brands to innovate, connect and lead**.

A large, glossy chocolate splash is on the left side of the page, with several chocolate beans scattered around it.

IN THIS REPORT YOU WILL FIND

This report explores the macrorends reshaping the chocolate, snacks, and confectionery industry. You'll discover:

- Key trends driving consumer choices globally.
- Insights on flavour and packaging innovations.
- Perspectives from Luker Chocolate's multidisciplinary team.
- Opportunities to align with these shifts and lead in 2025.

EXPERIENCE
More

BETTER FOR
the planet

**CONSUMER
MEGATRENDS**

HEALTHY
Living

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EXPERIENCE

More

From moments to memories

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A group of five friends are gathered around a wooden dining table at night. They are engaged in conversation and eating. The table is set with plates of food, including corn and bread, glasses of water and wine, and small lit candles in glass holders. Above the table, there are string lights and two large, glowing paper lanterns. The background is dark, suggesting an outdoor or semi-outdoor setting.

EXPERIENCE *More*

In today's fast-paced world, consumers are seeking **ways to pause and savour meaningful moments**. Indulgence has evolved into an emotional experience, offering **connection, nostalgia, and shared joy**. Whether through comforting rituals or celebrations, people are redefining **everyday pleasures as opportunities to create** lasting memories in an increasingly transient world.



IN CONFECTIONERY

In the chocolate and confectionery market, indulgence goes beyond taste. Consumers crave **bold flavours, creative textures, and eye-catching designs** that make every bite memorable.

Seasonal and shareable treats resonate as tools for connection and celebration, while storytelling and sensory innovation position chocolate as a medium to enrich both everyday and special occasions.

EXPERIENCE *More*

- Everyday gifting
- Seasonal sharing
- The Wow effect
- Less is more

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EVERYDAY GIFTING

Small, thoughtful gestures have become a way to connect meaningfully in a fast-paced world. **Chocolate has emerged as an accessible luxury for these moments, offering elegantly packaged mini assortments that balance premium appeal with affordability.** These formats resonate as tokens of appreciation for life's little moments, transforming everyday interactions into meaningful connections.

Develop versatile gifting formats, such as customisable assortments or message-ready packaging, to make chocolates more personal and appealing for spontaneous purchases.

Seasonal chocolate



Unlike all other subcategories that are expected to decline by 2027, this category is projected to remain stable in terms of **volume** for 2027.

Euromonitor 2025



Choc Affair- Message bars of Single origin milk chocolate



Fudge Kitchen- Fabulous Favourites Slab Fudge Selection Gift Box



EVERYDAY GIFTING



Boxed assortments & Chocolate with Toys are the two subcategories expected to **grow by 3%** from 2024 to 2027, being the most significant for gifting occasions in terms of **volume**.

Euromonitor 2025

Premium chocolates are considered luxurious and thoughtful gifts, making them a popular choice during special occasions.

Mordor Intelligence 2024

Wildwood Chocolate-Beauty in a box gift box. Berry Berry chocolate bar, Caramel Collection box, and Salted Brown Butter Texas Pecan Brittle chocolate bar all packaged in a beautiful gift box.



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*“We see a shift toward **bold colours, personalised messaging, and interactive formats** that elevate everyday **gifting**.”*

*The packaging, together with the design, changes the purpose of the product, turning it into **something special**, something that feels good to give”.*



CAMILO ACOSTA
Graphic Professional at Luker Chocolate

SEASONAL SHARING

Seasonal celebrations evoke a sense of nostalgia and togetherness, driving demand for products that embody festive emotions. Flavours like spiced pumpkin and peppermint bring the spirit of the season to life, while shareable formats and nostalgic packaging ensure chocolates are centrepieces for gatherings, fostering joy and tradition.

Introduce exclusive **seasonal collections that celebrate local or cultural traditions**, combining nostalgic appeal with innovative flavour profiles. Create packaging designed to double as keepsakes or decorative elements.

25% of consumers globally say: **“Seasonal/limited edition flavours” is the flavour aspect that most influences their food and beverage choice”.**

Innova Market Insights 2024

Wickedly Welsh- Welsh pride Collection



Popcorn Shed- Vegan Spiced Gingerbread Gourmet Popcorn



Chococo- Giant Milk Chocolate Dinosaur Easter Egg

WOW EFFECT

Consumers crave products that surprise and delight, **breaking the monotony and creating memorable, shareable experiences**. Bold flavour pairings like chilli with dark chocolate or lavender with milk chocolate cater to this demand, while limited editions and visually striking packaging amplify excitement. Chocolate becomes a vehicle for both personal indulgence and social buzz.

Flavours: Chili with dark chocolate, lavender with milk chocolate.

Packaging: Bold minimalism with vibrant colours to capture attention



Black Label- Cinnamon toast crunch cinnadust bacon

43%

of consumers globally say:
“I am looking for crazy creations that provide me with the ultimate indulgent experience.”

Innova Market Insights 2024



KNOOPS- Drinking chocolate shop experience of personalised chocolate with handmade marshmallow (up) and limited edition Marmalade Hot Chocolate Paddington in Perú special (down)

WOW EFFECT

Only in January 2025, consumers searched
“Dubai chocolate”

67,1k%

more in USA,
reaching 450k
searches in a day

74,2k%

more in the UK,
reaching 301k
searches in a day

in search engines with a purchase intent.

Mangools 2025



The Chocolate Smiths- White and dark chocolate filled with a pistachio spread with crunchy feuilletine, and extra pistachios sprinkled on the back



Russell and Atwell- Creamy Milk & Salted Caramel fresh chocolates



Get Baked- Bertha cake. 24 layers of dark chocolate cake with milk and dark chocolate ganache



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Texture is one of the key drives in consumer choices in chocolate consumption. Playful **texture combinations include creamy, crispy, and crunchy additions** to keep consumers in awe of the product experience.

Launch collaborative or exclusive lines to leverage limited-time excitement and encourage trial. Enhance the consumer journey by **linking experiential packaging to sensorial innovation**, motivating consumers to **share the “Wow effect”**.

LESS IS MORE

Rising inflation has pushed consumers to prioritise value without compromising quality. They now associate indulgence with carefully chosen, premium items that justify the cost. **Consumers value quality over quantity, embracing single-serve options like gourmet chocolate squares.** These small luxuries deliver indulgence in an accessible way.

Position as an everyday luxury by showcasing craftsmanship and premium ingredients in affordable formats.

72%

OF CONSUMERS WERE CONCERNED
ABOUT THE RISING COST OF
EVERYDAY ITEMS

Euromonitor 2024

48%

OF CONSUMERS PLANNED TO SAVE
MORE MONEY

Euromonitor 2024



*The Chocolate Society-
Dark Chocolate Malt Balls
covered in single-origin
dark chocolate. 150g*

*Baravellis- Box of Bears.
Solid white, milk and dark
adorable mini chocolate
bears*



LESS IS MORE

Consumers prioritise **price (54%)** and **quality (49%)** above other attributes when shopping. This duality reflects a search for products that **offer value without sacrificing excellence.**

Finantial Food 2024



“EASY AFFORADABLE SNACKS”

Has more than 50k views on average per related content on TikTok



Coco Chocolatier- Mini Bar / Colombian Dark 61% and Mini Bar / Salted Caramel

*“Here in the UK, we have seen a number of clients adapt and embrace the ‘Experience More’ trend with a **focus on quality ingredients and indulgent products.***

*With **over-the-top flavours** turned up to eleven and **shareable portion sizes**, these products deliver a moment of total pleasure that is perfect **for sharing in real-time and on social media.**”*

PAUL MORRIS

International Sales Executive at Luker Chocolate



What to do?...

- **Use rich flavour and texture combinations** like pecan, pistachio, hazelnut, peanut butter, almond, caramel, and milk chocolate to enhance indulgence.
- **Create premium packaging**, eye-catching in-store displays, and curated gift boxes to elevate the **purchase experience**.
- **Plan seasonal drops**, limited-edition flavours, and exclusive product releases to **build anticipation** and drive demand.
- Incorporate visually striking formats, **interactive packaging**, or unique textures that encourage organic **brand engagement on social media**.
- Develop **premium snacks** that cater to self-reward culture, making **indulgence a justified and repeatable pleasure**.





BETTER FOR

the planet

The era of accountability

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BETTER FOR *the planet*

Sustainability has become a collective priority. Consumers are increasingly aware of their environmental impact, with concerns over **climate change, deforestation, and waste driving their choices**. Social media and widespread access to information have amplified scrutiny, with people **demanding accountability from brands**.

The expectation is about actively contributing to a better planet. This cultural shift reflects a deeper alignment with purpose and integrity in purchasing decisions.

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IN CONFECTIONERY

The confectionery industry is undergoing a green transformation as consumers expect brands to embrace sustainability in every aspect of production.

From traceable sourcing to eco-friendly packaging, the need for transparency and environmental responsibility has never been higher. Brands that share the impact of their sustainable practices are finding new ways to connect with ethically driven audiences.

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BETTER FOR *the planet*

- Sustainable packaging evolution
- Transparency and traceability
- Plant-based ingredients

SUSTAINABLE PACKAGING EVOLUTION

As eco-consciousness rises, **consumers look beyond recyclability to innovations like compostable, biodegradable, or refillable packaging.** Visual cues like earthy tones, hand-drawn designs, and certifications create a tangible connection to sustainability efforts.

Brands can leverage packaging innovations that blend functionality with eco-friendliness to reinforce consumer trust and commitment to the brand.

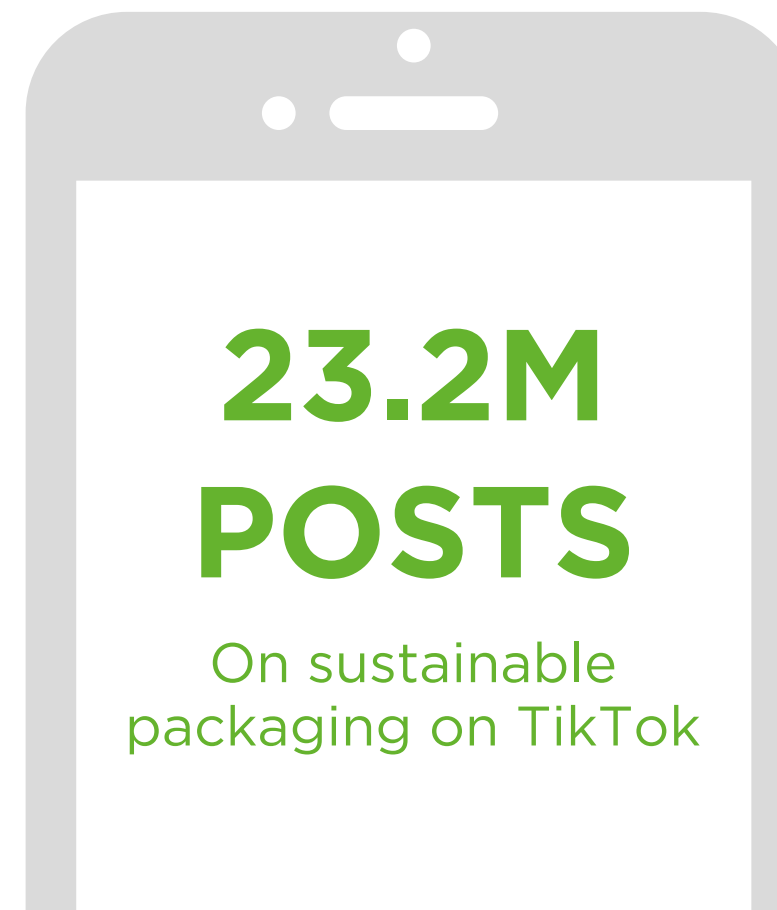
40% of consumers globally say “**I always pay attention to sustainability claims** on the packaging.”

Innova Market Insights, 2024

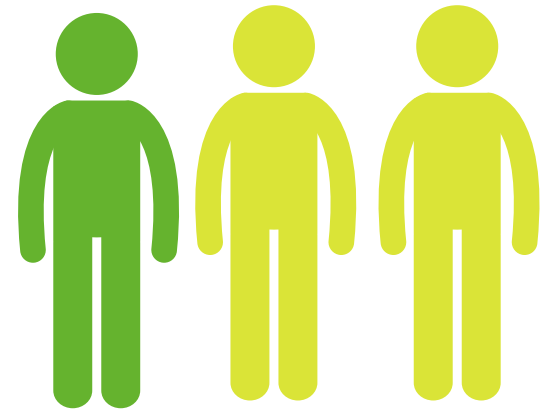
Love Cocoa- Milk Marc de Champagne Truffles with compostable packaging



Eggfolk- Recycled egg cartons



SUSTAINABLE PACKAGING EVOLUTION



1 in 3 consumers say that they are **willing to pay more** for **sustainable packaging** options.

Innova Market Insights, 2024

*Fun compostable wrappers, **refillable containers**, and **plastic-free design elements** help convey a commitment to reducing waste.*



GNAW- Seville Orange milk chocolate bar with velvety orange in a compostable wrapper

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*“Packaging is the first thing customers notice about a product, so having a consistent, **innovative**, and **sustainable design** is key to catching their attention.*

*We have **developed the capability to offer various sustainable materials**, sizes, colours, images, and finishes.*

*These elements are essential, both for aesthetics and for **reinforcing the product’s impact**, fundamental to communicating and reinforcing the impact behind the product.”*

NATALY SANCHEZ
Packaging Analyst at Luker Chocolate



TRANSPARENCY AND TRACEABILITY

Modern consumers want full visibility into how their products are made, from sourcing to impact. Blockchain technology and digital traceability platforms are emerging as essential tools for ensuring authenticity. Certifications and clear communication play a pivotal role in building trust.

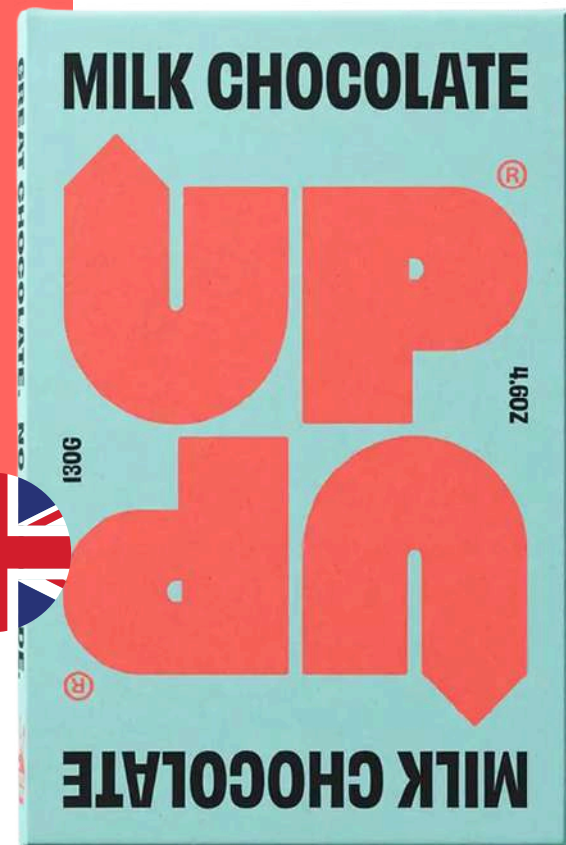


Georeferenced polygon of Edgar Martinez's farm, one of the cocoa farmers that works with Luker Chocolate to ensure traceability and no deforestation

CHECK AI OUT!

Thanks to **AI** brands can now process information and data faster, making their **reporting less expensive and more efficient**. Consumers will also be using AI to check **brands' transparency**.

MOST CHOCOLATE BARS,
IN FACT ALMOST ALL OF THEM,
BUY THEIR COCOA BEANS
FROM SECOND PARTIES,
THIRD PARTIES, AND WELL,
WHOEVER'S SELLING THEM
THE CHEAPEST. WHICH IS REAL
GOOD FOR THEIR PROFITS
AND REAL BAD FOR THE PEOPLE
GROWING THE BEANS WE
DIDN'T LIKE THAT SO WE DID
SOMETHING ABOUT IT. YOU'RE
HOLDING THAT SOMETHING
RIGHT NOW.



Single-origin chocolate enhances transparency by showcasing the product's origin, unique flavour profiles, and ethical impact. This approach **fosters a deeper connection with consumers** while highlighting sustainable and socially responsible practices.

*“We know that **providing transparent information** is key. Last year, we were able to verify each producer's farm and gather information to **comply with regulations**. We developed and fine-tuned Luker Trace, a platform that connects field information with digital systems to validate each farm.*

It's important to use technology; it's proof that our supply chain is transparent, sustainable and ready for the future.”

ELSA MUÑOZ

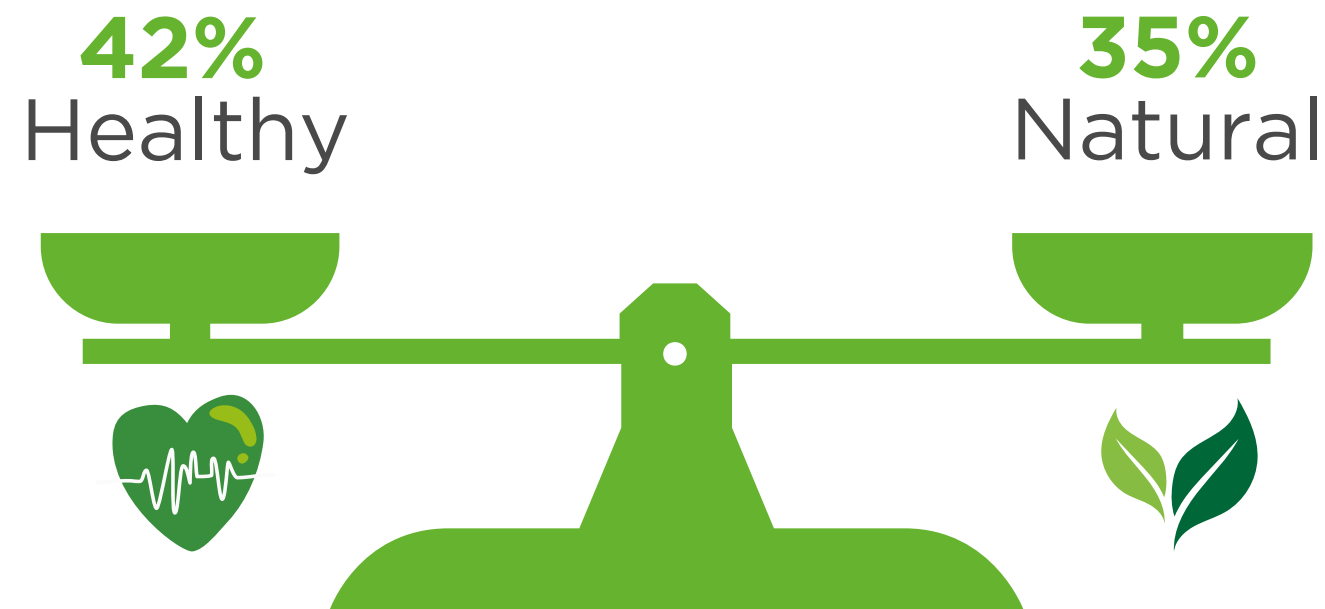
Corporate Sustainability Manager at Luker Chocolate



PLANT-BASED: REAL NATURAL INGREDIENTS

Highlight ingredient provenance and quality through **storytelling**, emphasizing plant-based options that align with consumers' desire for naturalness and functionality. Showcase **minimally processed plant-based chocolates as premium and health-conscious** choices for mindful consumers.

Consumers opt for plant-based products for their perceived health and natural benefits and to make choices that positively impact the planet:



Innova Market Insights, 2024

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NotCo- Protein Not Snack Bar
Chocolate Fudge Brownie



KNOOPS- OatMilk chocolate flakes



PetitPot- OatMilk Chocolate organic and
Plant-based french dessert



“Why is plant-based better?” “Which plant-based food has the most protein?”

Are the **top 2** questions in search engines related to
plant-based treats in Canada.

Mangools, 2025



*Innofoods- Gluten-free crunchy
macadamia with Oat Chocolate.
Vegan product*

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*“We share resources with our clients so they can **effectively communicate** the value of premium chocolate, even in cost-conscious markets.*

*Beyond the numbers, we emphasise our **origin-based production model**, where our sourcing model directly **benefits Colombian farmers, improving their livelihoods** and enabling reinvestment in their crops.”*

JUAN SEBASTIAN HERNANDEZ
International Sales Executive at Luker Chocolate



What to do?...

- Move beyond generic claims by **providing clear data on sourcing**, carbon reduction, and sustainable farming practices.
- Use regenerative materials, **reduce waste**, and design eco-conscious **packaging** without compromising premium appeal.
- Maintain quality and indulgence while **using ethically sourced ingredients** and transparent supply chains.
- **Back up sustainability claims** with traceability platforms, third-party certifications, and open communication to **avoid greenwashing scepticism**.





HEALTHY

Living

A journey towards longevity

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HEALTHY *Living*

From being a ritual of connection with themselves. **Health is now a long-term lifestyle.** People are seeking balance between convenience and wellness, indulgence and vitality.

This shift is fuelled by greater **awareness of the link between daily habits and overall well-being**, amplified by social media's role in spreading health-focused content. As individuals navigate busy lives, they gravitate towards solutions that make healthier choices feel effortless and enjoyable.



IN CONFECTIONERY

In confectionery, health-conscious consumers demand better-for-you options as they increasingly see health as holistic. Natural products that are also better-for-the-planet, and **products with reduced sugar, natural sweeteners, and functional ingredients like protein or adaptogens** are gaining popularity.

Brands are reimagining indulgent through **portion control, clean labels, and premium ingredients**, proving that chocolate can satisfy cravings while aligning with wellness goals.



HEALTHY *Living*

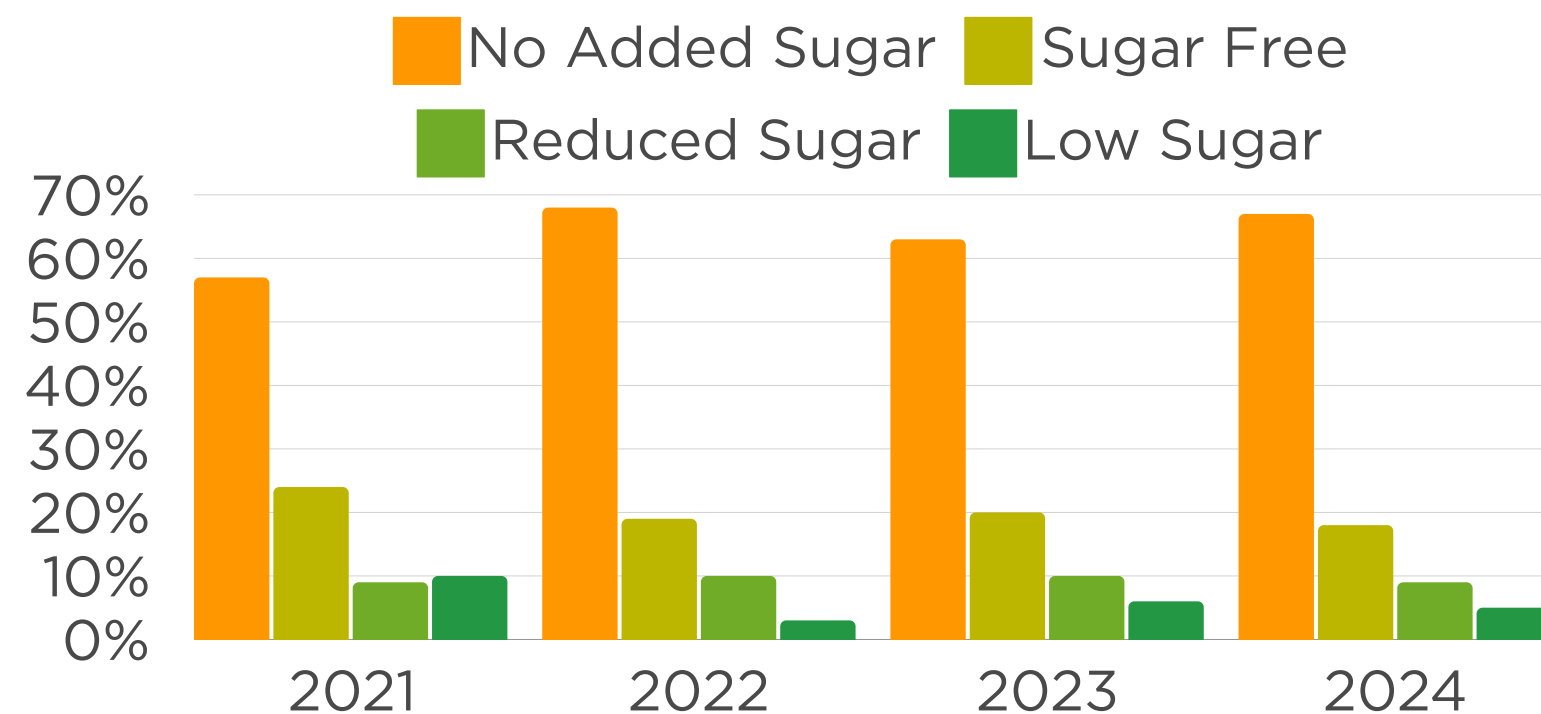
- Sugar claims evolution
- Functional foods for long-term health
- Mindful snacking
- Angles of portion control

SUGAR CLAIMS EVOLUTION

Consumers prioritise products perceived as **more natural and healthier**, where no sugar has been artificially added, retaining only the **intrinsic sugars from the ingredients**.

Share of sugar-related claims in chocolate confectionery launches globally

Innova Market Insights, 2025



On the other hand, **"Sugar-Free"**, has shown stability in recent years. It represents all calorie-free sweetener options, with natural sugars like **Stevia and Monk Fruit**, and artificial sweeteners like Erythritol and Aspartame.

No sugar added continues to be the most relevant claim
The only claim with a positive CAGR of 6% between 2021 and 2024, according to Innova Market Insights



Oppo- Low calorie and low sugar, chocolate-covered salted caramel ice-cream balls



Entrelagos- Artisan chocolates with no added sugar

LUKER Chocolate

FUNCTIONAL FOODS FOR LONG-TERM HEALTH

Products with protein, adaptogens, or probiotics are gaining traction as **consumers seek** snacks that support energy, focus, and **overall vitality**. These benefits resonate particularly with **younger generations**, who often **use snacks as meal replacements**.

Develop functional chocolate products marketed as convenient wellness solutions for busy lifestyles

Packaging: Functional serenity design elements such as pastel colours and straight forward messaging emphasise wellness benefits.



Best Raisin Ever
- Dry Blackberry



WakeUp- High- protein
peanut butter filled
chocolate



“A bar with real benefits”

B.T.R.- Bliss Bar with
superfoods and adaptogens



Nature's Garden-
Probiotic Yoggies,
yogurt covered
strawberries

“WHAT FOOD HAS THE MOST PROBIOTICS?”

Has grown 42% in searches

during the last year in search engines in the US, with lows in November and December

“Last year, we developed two types of chocolate with **protein** for the U.S. market: one derived from **milk** and the other from **plant-based sources**, selected for their nutritional benefits in the final product.

Our goal is to **preserve the smooth texture and rich flavour that define quality chocolate**“

CAMILA CASTAÑEDA

Manager of Product Design & Development at Luker Chocolate



MINDFUL SNACKING

Brands can capitalise on clean-label formulations that **combine natural ingredients with indulgent taste**, positioning these products for **on-the-go** consumption or mindful snacking. More than 2 in 3 consumers globally say they are influenced by clean labels in their purchase decisions according to Innova Market Insights (2025)

36% OF CONSUMERS GLOBALLY SAY FEELING MENTALLY/EMOTIONALLY WELL IS THE PRIMARY HEALTH GOAL.
Innova Market Insights, 2025

78% OF CONSUMERS ARE WILLING TO SPEND MORE ON PRODUCTS LABELED WITH "NATURALLY SOURCED INGREDIENTS" OR "ALL-NATURAL"
Ingredion, 2025

Boost gut health and overall well-being. Fibre, vitamins, and minerals-enriched foods support digestion, immunity, and vitality naturally.



Taste of nature- blueberry snack balls high in fibre, vitamins, zinc, iron, low sugar and Omega3



Your Bar Factory- Cereal Bars with fibre

Healthy cereal bars with high nutritional value, balanced in protein, fibre and low in sugars.

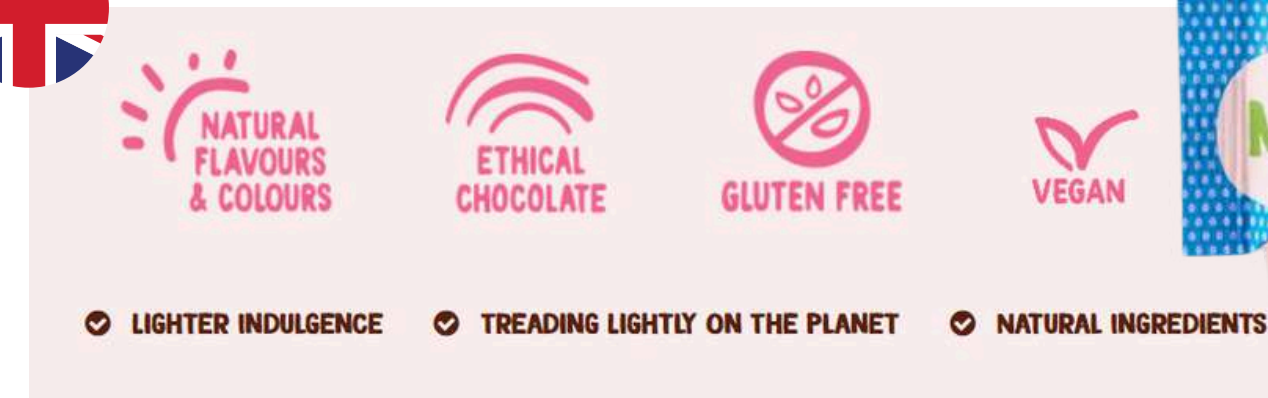


Teffie- Chocolate date made of sustainably-sourced 70% dark chocolate and rich dates. With nourishing, whole food ingredients like teff, flaxseeds, and dates.

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Flower and white- Double M*lk Chocolate
Vegan Meringue Bar



*“With the growing demand for cleaner bakery products and free-from options, we’ve noticed a strong shift in the market toward **eliminating ingredients like gluten, and other common allergens.***

One big step we’ve taken is removing soy from our latest bakery chocolate developments. Offering cleaner, allergen-free options that align with today’s baking trends and consumer expectations.”

LUISA RODRIGUEZ

Junior International Sales Executive at Luker Chocolate



ANGLES OF SMALL FORMATS

Feelings

Portion-controlled indulgences, such as mini chocolate bars or **bite-sized snacks**, offer a **guilt-free solution** for those seeking moderation without compromise.



Raaka - Box of Coconut Milk, Sea Salt, and Dark Chocolate Squares

Economy

Purchasing **snacks in bulk** offers cost savings, as larger packages typically have a lower cost per unit compared to smaller ones. This appeals to **budget-conscious consumers** aiming to maximize value.

60%

of all Millennials now opt for **smaller snack and candy bars**, highlighting how this shift has fuelled the **demand for portion-controlled indulgences** in the confectionery and snack markets.

Forbes, 2024



Cliff - Mini Chocolate Energy Bar

“LITTLE TREATS”

Has more than 27k views on average per related content on TikTok



Barnana- Organic and Non GMOS snackable chocolate banana bites covered in dark chocolate

*“Today, less is more. Small-portion snacks are dominating the market because they combine **indulgence and convenience**.*

From vegan options to sugar-free formulations, our products respond to the desire for convenience and portion control, ideal for dynamic consumers looking to enjoy at any time of the day.”

CRISTINA GARIZABALO

New Business Development Manager at Luker Chocolate



What to do?...

- **Add functional ingredients** like protein, superfoods, or adaptogens to chocolate products **to enhance** their **health benefits**.
- Offer no-added-sugar, plant-based, and nutrient-dense options that **align with evolving dietary preferences**.
- Introduce **smaller portion sizes**, multi-serve packs, and **premium-value formats** to match mindful spending habits.
- Position chocolate as part of a **holistic lifestyle**, linking it to physical, mental, and beauty health.
- Create **indulgent treats** that deliver on taste while **supporting wellness goals**, moving away from restrictive consumption habits.



2025 CHOCOLATE TOP TRENDS

EXPERIENCE *More*

- Bold flavours
- Innovative designs for gifting
- Small luxuries for affordability
- Meaningful experiences

BETTER FOR *the planet*

- Actionable sustainability through packaging
- Transparency
- Tech-supported traceability
- Natural ingredients

HEALTHY *Living*

- Long term health-focused snacks
- Free-from and clean-label products
- Small formats for guilt-free indulgence and economy



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