Cocoa and Chocolate Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Dairy, Snacks & Confectionery (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/cocoa-and-chocolate-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 180.01 billion
Projected Forecast (2031)	USD 180.01 billion
Growth Rate (CAGR)	6.44 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Cocoa and Chocolate industry](images/chart_2.png)

![Cocoa and Chocolate Market Size](images/chart_3.png)

![Cocoa and Chocolate Market Share by Product Type, 2025](images/chart_4.png)

![Cocoa and Chocolate Market Share by End User, 2025](images/chart_5.png)

![Cocoa and Chocolate Market Growth Rate by Region](images/chart_6.png)

![Cocoa and Chocolate Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
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2021 - 2031
|

Market Size (2026)
|

USD 180.01 Billion
|

Market Size (2031)
|

USD 245.97 Billion
|

Growth Rate (2026 - 2031)
|

6.44 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

Europe
|

Market Concentration
|

Medium
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Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Cocoa and Chocolate Market Analysis by Mordor Intelligence

The cocoa and chocolate market size was valued at USD 169.12 billion in 2025 an d estimated to grow from USD 180.01 billion in 2026 to reach USD 245.97 billion by 2031, at a CAGR of 6.44% during the forecast period (2026-2031). The growth reflects consumers’ willingness to trade up to premium products, expanding health-oriented dark chocolate demand, and fast-rising online sales. Record-high cocoa prices in early 2025 underscore supply-side pressure but have not derailed spending because manufacturers pass costs through selective price increases, shrinkflation, and product mix shifts. Besides, Europe remains the single largest regional buyer, yet Asia-Pacific delivers the strongest volume momentum as local grinding capacity comes onstream and incomes rise. Meanwhile, the EU Deforestation Regulation (EUDR) forces sweeping changes in sourcing, traceability, and compliance investments, prompting origin diversification and agroforestry programs.

Key Report Takeaways

* By product type, milk/white chocolate led with 47.78% of cocoa and chocolate market share in 2025; dark chocolate is projected to expand at a 7.74% CAGR through 2031.
* By end user, the retail channel accounted for 61.42% share of the 2025 cocoa and chocolate market size, while industrial applications recorded the highest growth at 7.48% CAGR to 2031.
* By nature, conventional chocolate captured 90.45% share of the cocoa and chocolate market size in 2025; organic chocolate is advancing at an 7.78% CAGR over 2026-2031.
* By geography, Europe commanded 35.12% of the cocoa and chocolate market share in 2025, whereas Asia-Pacific is poised for a 7.02% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Cocoa and Chocolate Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising demand for premium and indulgent chocolates	+1.2%	Global – North America and Europe hot-spots	Medium term (2-4 years)

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Growing health awareness boosting dark chocolate intake

|

+0.9%
|

Global – led by developed markets
|

Long term (≥ 4 years)
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Rapid expansion of cocoa grinding capacity in Asia-Pacific

|

+0.8%
|

Asia-Pacific core; Middle East and Africa spill-over
|

Medium term (2-4 years)
|

E-commerce acceleration in chocolate retail

|

+0.7%
|

Global – early gains in North America, Europe, China
|

Short term (≤ 2 years)
|

Functional-food use of cocoa bioactives in nutraceuticals

|

+0.5%
|

North America and European Union; expanding to Asia-Pacific
|

Long term (≥ 4 years)
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Vertical integration by bean-to-bar micro-producers

|

+0.3%
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Global – artisanal clusters
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Medium term (2-4 years)
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Source: Mordor Intelligence
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Competitive Landscape

Competitive Landscape

The global chocolate market demonstrates moderate fragmentation, with multinational corporations including Mars, Mondelez, Ferrero, Nestlé, and Barry Callebaut maintaining substantial market shares despite the entry of regional and artisanal brands. These major companies establish industry standards through capital allocation in product development, brand building, and distribution network expansion, enabling rapid response to market demand and consumer preferences. The market's mid-tier segment comprises regional specialists and premium craft chocolate manufacturers who target specific market segments through product differentiation, limited editions, and ethical sourcing initiatives. This market structure facilitates both operational efficiency and product innovation, although market consolidation and cost pressures may increase the market share of dominant firms in the coming decade.

Market dynamics reflect shifting consumer preferences, with increased demand for premium and specialty chocolates, health-focused products like dark and sugar-free varieties, and sustainably sourced ingredients. Companies that address these market requirements through functional benefits, clean label ingredients, or product innovation capture increased market share. Regional market variations persist, with North America's established consumer base maintaining market leadership, while Europe and Asia-Pacific demonstrate strong growth due to health consciousness and diversified consumption patterns. This market segmentation creates entry opportunities for new manufacturers while established companies focus on market share retention.

The global chocolate market faces operational challenges affecting competitive dynamics, including raw material price volatility, regulatory requirements for traceability and sustainability, and supply chain complexity. These factors necessitate supply chain optimization, operational efficiency improvements, and transparent procurement processes. The market's competitive landscape is expected to intensify as it grows, particularly in premium, functional, and ethical product segments. This competitive environment presents both opportunities and risks within the moderately concentrated market structure.

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Barry Callebaut AG

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Mars Incorporated

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Nestlé S.A.

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Ferrero Group

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Mondelēz International, Inc.

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*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom
Global Cocoa and Chocolate Market Report Scope

By Product Type

Dark Chocolate
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Milk/White Chocolate
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Industrial Chocolate
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Cocoa Butter
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Cocoa Powder
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Cocoa Liquor
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Cocoa Nibs
|

Filled/Compound Chocolate
|

Segmentation Accordion Item

By Geography

North America
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United States
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Canada
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Mexico
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Rest of North America
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Europe
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Germany
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United Kingdom
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Italy
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France
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Spain
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Netherlands
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Poland
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Belgium
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Sweden
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Rest of Europe
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Asia-Pacific
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China
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India
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Japan
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Australia
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Indonesia

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South Korea
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Thailand
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Singapore
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Rest of Asia-Pacific
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South America
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Brazil
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Argentina
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Colombia
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Chile
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Peru
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Rest of South America
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Middle East and Africa
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South Africa
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Saudi Arabia
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United Arab Emirates
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Nigeria
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Egypt
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Morocco
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Turkey
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Rest of Middle East and Africa
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Frequently Asked Questions

What is the current size of the cocoa and chocolate market?

The cocoa and chocolate market size stands at USD 180.01 billion in 2026 and is projected to reach USD 245.97 billion by 2031.

Which region is growing the fastest in cocoa and chocolate sales?

Asia-Pacific shows the strongest momentum with a 7.02% CAGR driven by rising incomes and new grinding capacity.

Which product segment leads growth in the market?

Dark chocolate is the fastest-growing product segment with a 7.74% CAGR as health-conscious consumers favor 70%-plus cocoa bars.

What regulations most influence chocolate sourcing today?

The EU Deforestation Regulation, effective December 2024, requires proof of deforestation-free cocoa and is reshaping global supply chains.