

Unraveling consumer attitudes to cocoa sustainability



Interest in cocoa sustainability intensifies among European consumers

The growing consumer interest in purchasing more sustainable products is undeniable. Investing in a sustainable future is not only beneficial to cocoa farmers and the origin communities, it also satisfies the needs of an expanding consumer group.

Cargill's annual consumer survey provides you with insights on the shoppers' main attitudes towards cocoa & chocolate sustainability across Europe. Our objective is to support you in building effective sustainability strategies and positioning your brands on the market.

Cocoa sustainability is moving higher up the agenda

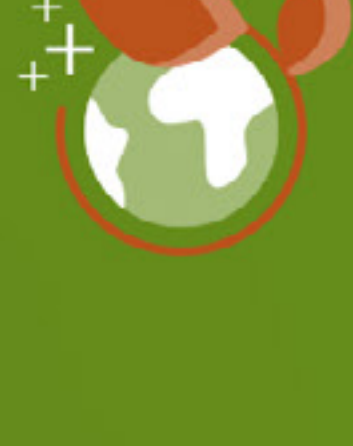


69% of consumers say that sustainability impacts their cocoa & chocolate purchase decisions.

“We have a responsibility to protect the planet and human rights.” ranks as the top reason behind the increase in interest in sustainable cocoa.



Consumer awareness and understanding of sustainability has significantly increased (2022 vs. 2021)



WHAT IS SUSTAINABLE COCOA?
“Cocoa which does not degrade, pollute or impoverish the environment, does not deprive wildlife of its habitat or deprive local inhabitants of their normal methods of making a living from the local land.”
 A respondent (Consumer survey, 2022)

Top cocoa sustainability issues for consumers:



31% Elimination of deforestation and forest restoration



33% Elimination of child labor



31% Improved living income/fair wage



Climate concerns are heating up

23% Mitigation of climate change
22% Reducing carbon footprint linked to cocoa production

The power of sustainability claims

66% of consumers are willing to pay more for a chocolate made with **100% sustainable cocoa.**



77% of consumers find cocoa sustainability messages on product pack to be **appealing.**



38% of consumers look for sustainability-related claims on pack to determine if the cocoa in a chocolate product is produced in a sustainable way.

The biggest barriers to buying sustainable cocoa

61% Lack of variety
57% High prices

Perceived consumer barriers to the purchase of sustainable cocoa remain high, but have decreased since 2021.

Who is the loyal “sustainable cocoa” consumer?



Kids in household



Higher household income



More frequent chocolate buyers



Those following any diet

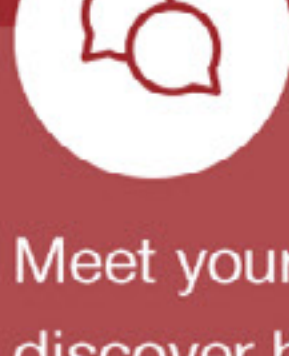


Those following healthy or more sustainable lifestyle

“Our 2022 consumer insights survey reveals that today's consumers are expecting the cocoa industry to take actions around sustainability issues like child labor eradication, farmer incomes, carbon footprint, and deforestation. Cargill is here to address these challenges in cocoa producing countries and help you meet consumer demand for more sustainable cocoa and chocolate products.”

Philippe Bernay
 (Commercial Marketing Lead, Cargill Cocoa & Chocolate EMEA)

Join us on the journey towards a more sustainable—and prosperous—cocoa sector for all!



Meet your sustainability coach to discover how our extended insights can help you design relevant sustainable cocoa strategies.

[Request a meeting here](#)

NOTES ON METHODOLOGY

- Consumer research conducted by AYTM for Cargill, April 2022, N= 9150, 10 countries in Europe.
- 1 - Chocolate or cocoa powder containing food and beverages.
- 2 - High income households – those with annual income equal to or more than: €50,000; 190,000€; 100,000 RUB; 10,000 zł
- 3 - More frequent buyers» refers to consumers who buy chocolate products on a daily or weekly basis.
- 4 - Consumers follow diets like vegetarian, lactose free, diabetic friendly, vegan, no alcohol etc.