



Euromonitor
International

Chocolate Confectionery in New Zealand

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

INDUSTRY PERFORMANCE

Price Study by Bank Spurs Retailers to Sharpen Value-Led Promotions

Tablets Drive Value, Followed by Countlines

Whittakers Directly Sources Ethical Cocoa to Build Brand Trust and Supply Resilience

Chart 1 - Whittakers Strengthens Traceable Ghana Cocoa Sourcing to Ensure Resilient Ethical Chocolate Supply

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Players Set to Balance Affordability and Innovation to Sustain Growth

Tablets to Leverage Brand Loyalty and Portion Control to Maintain Leadership

Health Concerns to Drive Reformulation and Create New Opportunities for Differentiation

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Reinforces Leadership as Rivals Cede Ground

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Supermarkets Outpace Convenience Outlets as Price Drives Channel Shift

Retail E-Commerce Gains Traction but Lags behind in Impulse-Led Sales

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Chocolate Confectionery

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Chocolate Confectionery

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in New Zealand - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Resilient Growth for New Zealand Snacks Driven by Daily Routines and Value Formats

Savoury Snacks and Sweet Biscuits Outperform as Multi-Packs and Value Formats Drive Resilience

Everyday Snacking Occasions Reshape Value Perception and Boost Household Treat Moments

Chart 16 - Value Sales 2021-2031

Chart 17 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers Set to Sharpen Price-Pack Strategies to Defend Demand and Margin

Snack Bars and Sweet Biscuits to Win Everyday Snacking by Blending Function and Affordability

E-Commerce and Health Claims to Shift Snacking From Impulse to Planned Occasions

Chart 18 - Forecast Value Sales 2021-2031

Chart 19 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Leverages Brand Scale to Reinforce Share Advantage

Chart 20 - Company Shares 2026

Chart 21 - Brand Shares 2026

CHANNELS

Supermarkets Sustain Planned Missions as Price Sensitivity Endures

Retail E-Commerce Gains Traction through Full Basket Missions

Chart 22 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 23 - Economic Context for Snacks

Chart 24 - Real Gdp Growth 2021-2031

Chart 25 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 26 - Consumer Context for Snacks

Chart 27 - Population 2021-2031

Chart 28 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-new-zealand/report.