

Why the European Union is the world's sweet spot in chocolate-making:

Newsletter Edition 7

Dear Readers,

We know your faces light up at the mere mention of one magical word: Chocolate. Chocolate brings joy to everyone, uplifts moods and is truly a celebration for the taste buds! When it comes to crafting the finest chocolate, Europe stands as the undisputed champion. European chocolate makers have transformed indulgence into an exquisite experience cherished around the world, proving that chocolate is more than just a treat - it's an art form. But what makes the European Union the ultimate destination for chocolate lovers worldwide?

As chocolate lovers gear up to celebrate February - the month of sweet indulgence - the latest edition of the European Union's 'More Than Food' newsletter unwraps the secret behind Europe's chocolate-making mastery. From time-honored traditions and unparalleled quality standards to the innovation that continues to shape the global chocolate scene, Europe sets the bar high.

EU chocolates are known for their authenticity and quality - whether it is Belgium's Ganaches (mousse-filled chocolate shells), Germany's marzipan chocolates, Poland's rich chocolate-covered plums, Hungary's chocolate bonbons, Slovakia's chocolate-coated wafers, or any other. The craftsmanship and processes used in European Union's chocolate result in a complex taste profile that balances rich, deep cocoa notes with subtle flavours, creating a luxurious experience that reflects centuries of tradition.



6 facts about chocolate-making in Europe



Chocolate first arrived in Europe in the 1500s brought by Spanish friars returning from Mexico. They introduced cacao to the continent, sparking Europe's centuries-long love affairs with chocolate.



Europe is home to over 12,000 companies in the chocolate, biscuits, and confectionery sector, producing a vast array of delights - from smooth milk chocolates to intricate pastries and biscuits - perfect for any occasion.



The capital of Belgium - Brussels, known as the Chocolate Capital of the World, is celebrated for its artisanal chocolatiers. Many still craft chocolates by hand, a testament to the city's dedication to tradition and craftsmanship.



Germany's Chocolate Route invites visitors to discover cities like Cologne and Stuttgart, renowned for marzipan-filled chocolates and nougat-based confections. German chocolates often feature hazelnuts and almonds, showcasing staples of the country's rich chocolate heritage.

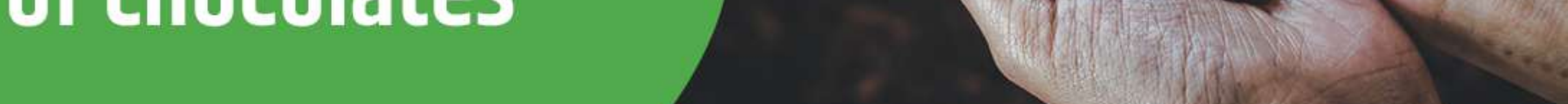


Italy is synonymous with chocolate innovation. Specialties such as Gianduja - from the Piedmont region - and Cioccolato di Modica PGI from Italy a granular-textured, robust-flavoured chocolate inspired by ancient Aztec techniques - exemplify Italy's ingenuity in chocolate-making.



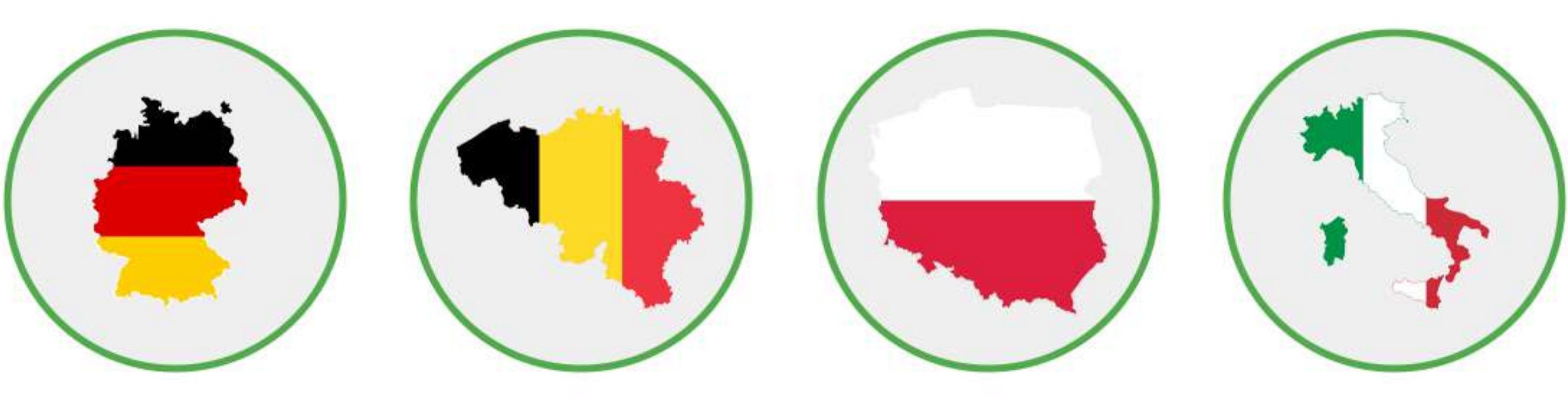
In Poland, chocolates filled with dried fruits like plums, cherries, and apricots are a beloved tradition, often given as festive gifts. These confections reflect Poland's enduring passion for pairing rich chocolate with natural ingredients.

Production, growth, and export of chocolates



In 2023, the European Union (EU) processed 35% of the world's cacao and accounted for 45% of global chocolate consumption. Germany emerged as the largest chocolate producer within the EU, and retained its position as the leading exporter of chocolate worldwide. In the same year, Germany produced approximately 394,000 tons of filled chocolate bars alone, showcasing its dominance in the global chocolate market.

The percentage share and the value of global chocolate exports from Germany, Belgium, Poland, and Italy in 2023 were as follows:



Among these countries, Belgium recorded the highest year-on-year growth in chocolate export value, with a remarkable 20.6% increase in 2023 compared to 2022.

India's Growing Appreciation for European Chocolates

The chocolate market in India was estimated at €2.12 billion in 2024 and is projected to grow at a CAGR of 7.58% through 2030. This growth is fuelled by India's predominantly young population, alongside emerging trends such as gifting premium chocolates, a rising appreciation for innovative chocolate-based desserts, and increasing exposure to global products.

In 2023, India imported chocolates worth €25.56 million - a remarkable 45% increase compared to the previous year - clearly reflecting a growing demand for luxury and premium imported chocolates.

Consumption trends and preferences in India



European confections are winning over Indian hearts with delights like Gianduja from Italy, decadent Mozart balls (nougat-filled chocolate) from Austria and rich dark chocolate from France, often cherished as gifts or indulgent treats. From France's chocolate lava cake to Belgium's artisanal truffles and Spain's orange-infused chocolates, these creations are redefining dessert menus across India. The rise of home bakers and social media influencers has further fuelled chocolate's popularity. Recipe videos showcasing desserts, influencers promoting premium European chocolate brands, and highlights from favourite restaurants and cafes are inspiring an online community of chocolate enthusiasts.

With a legacy steeped in tradition and a reputation for unmatched quality, European chocolate continues to shape India's evolving taste for premium indulgence.

- While chocolate lovers can be found across India, consumers of imported chocolates are predominantly concentrated in metropolitan regions.
- India imports the largest volume of chocolates from Belgium, followed closely by Italy.
- Approximately 58% of Indian consumers seek health benefits in their chocolate choices, while nearly 57% are drawn to unique, premium flavours. Dark chocolates, known for their high cocoa content, are particularly popular due to their antioxidant properties.
- European chocolates are frequently paired with Indian teas and coffees in gourmet settings, creating distinctive and memorable flavour combinations.

As India's palate evolves and embraces global flavours, European chocolate continues to stand out as a testament to craftsmanship, quality, and indulgence. For more insights into the exceptional offerings from the European Union and to stay updated on our diversely themed events designed for HoReCa professionals, media, influencers, and food enthusiasts, follow the 'More Than Food' campaign.

Visit us at booth 1G-11E at AAHAR 2025, to experience premium EU ingredients firsthand and elevate your business with Europe's finest!

Food and beverages from the European Union are available at multiple online and on-ground retail outlets across India.



Scan the QR code and visit our website