

CASE STUDY

CACAO TABLET AND
TABLEYA CHOCOLATE
SPREAD

FOR U.S. MARKET



MARKET OVERVIEW

- »» The US chocolate market is projected to reach \$28.45 billion by 2025 and grow at a CAGR of 5.27% to \$36.79 billion by 2030 (Mordor Intelligence).
- »» Increasing demand for premium, organic, and ethically sourced chocolate products.
- »» Consumers are shifting toward healthier, high-cocoa content options due to awareness of antioxidant benefits.

MARKET OPPORTUNITY

- »» **Niche Growth:** Artisanal chocolate brands are gaining traction, competing against mass-market players like Hershey and Mars.
- »» **Cultural Demand:** Latin American and Asian communities seek traditional products like chocolate tablea, offering a built-in market.
- »» **E-commerce Boom:** Online food sales are increasing, providing a direct-to-consumer (DTC) opportunity.

MARKET SEGMENTATION

- »» **Health-Conscious Consumers** – Seeking organic, low-sugar, high-antioxidant chocolate options.
- »» **Ethnic Communities** – Latin American and Asian populations familiar with chocolate tablea.
- »» **Gourmet & Specialty Buyers** – Consumers preferring premium, artisanal, and ethically sourced chocolates.

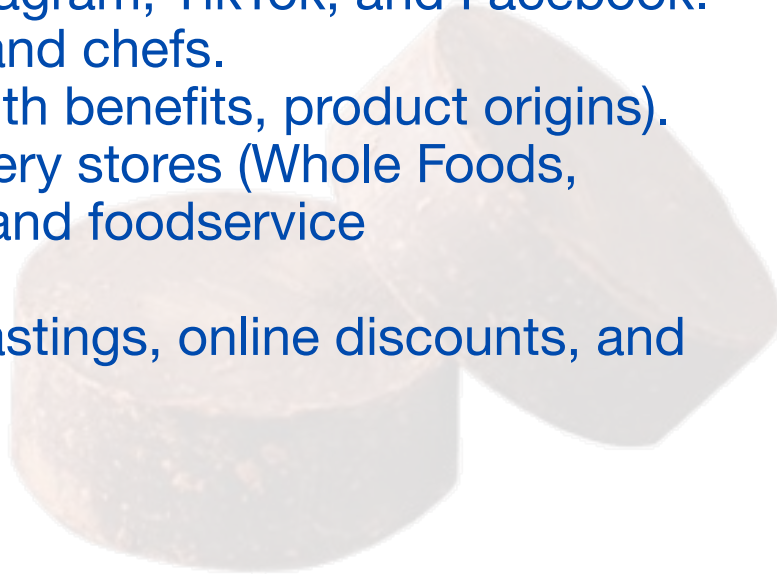
COMPETITIVE LANDSCAPE

- »» **The Hershey Company:** Held approximately 35.5% of the U.S. chocolate market in 2022. Statista
- »» **Mars, Incorporated:** Accounted for about 30% of the U.S. chocolate market in 2017. StatInvestor
- »» **Lindt & Sprüngli (including Ghirardelli and Russell Stover):** Held a combined market share of approximately 9.1% in 2017. StatInvestor
- »» **Nestlé:** Captured around 4.3% of the U.S. market in 2017. StatInvestor
- »» **Ferrero Group:** Noted as one of the top companies in the U.S. chocolate market, with significant revenue contributions.
Global Market Insights Inc.



MARKETING STRATEGY

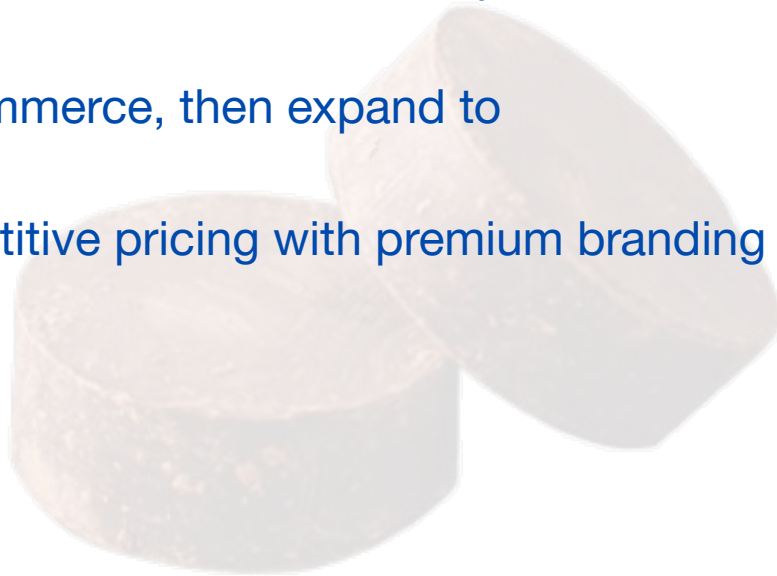
- »» **Brand Storytelling:** Highlight cultural heritage, sustainability, and health benefits.
- »» **Digital Marketing:**
 - »» Social media campaigns on Instagram, TikTok, and Facebook.
 - »» Collaborations with influencers and chefs.
 - »» Content marketing (recipes, health benefits, product origins).
- »» **Retail Partnerships:** Specialty grocery stores (Whole Foods, Trader Joe's), ethnic supermarkets, and foodservice collaborations.
- Sampling & Promotions:** In-store tastings, online discounts, and seasonal promotions.





RISK MITIGATION STRATEGY

- »» **Regulatory Compliance:** FDA labeling, USDA organic certification, import regulations.
- »» **Supply Chain Management:** Secure ethical cacao sourcing, optimize logistics.
- »» **Market Entry Strategy:** Start with e-commerce, then expand to brick-and-mortar retail and foodservice.
- »» **Pricing & Customer Retention:** Competitive pricing with premium branding and loyalty programs.



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SALES PLAN

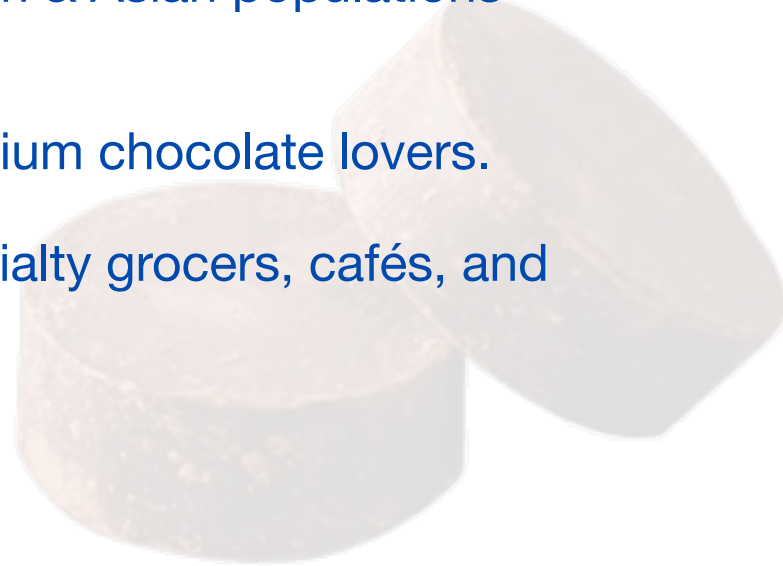


- Establish a strong brand presence in the US artisanal and premium chocolate market.
- Position chocolate tablea and spread as a cultural and health-conscious alternative to mainstream chocolate products.
- Achieve \$500,000 in first-year revenue, scaling to \$2.5M by Year 3 through strategic market penetration.
- Develop a robust distribution network, securing 30+ retail partnerships in the first year.
- Expand direct-to-consumer (DTC) sales via e-commerce, targeting a 35% repeat purchase rate by Year 2.



»» TARGET MARKET AND SEGMENTATION

- »» **Health-Conscious Consumers** – Seeking organic, low-sugar chocolate.
- »» **Ethnic Communities** – Latin American & Asian populations familiar with tablea.
- »» **Gourmet & Specialty Buyers** – Premium chocolate lovers.
- »» **Retail & Foodservice Clients** – Specialty grocers, cafés, and online stores.



»»» DISTRIBUTION CHANNEL

- »» **E-Commerce:** Sell via Amazon, Shopify, and own website for direct-to-consumer sales.
- »» **Retail Partnerships:** Distribute through Whole Foods, Trader Joe's, ethnic supermarkets, and gourmet stores.
- »» **Foodservice & B2B:** Supply to cafés, bakeries, and specialty chocolate retailers.

»»» PRICING STRATEGY

- »» **Premium Positioning:** Competitive pricing with organic, artisanal branding.
- »» **Volume Discounts:** Bulk purchase incentives for retailers and foodservice clients.

»»» PROMOTIONAL STRATEGY

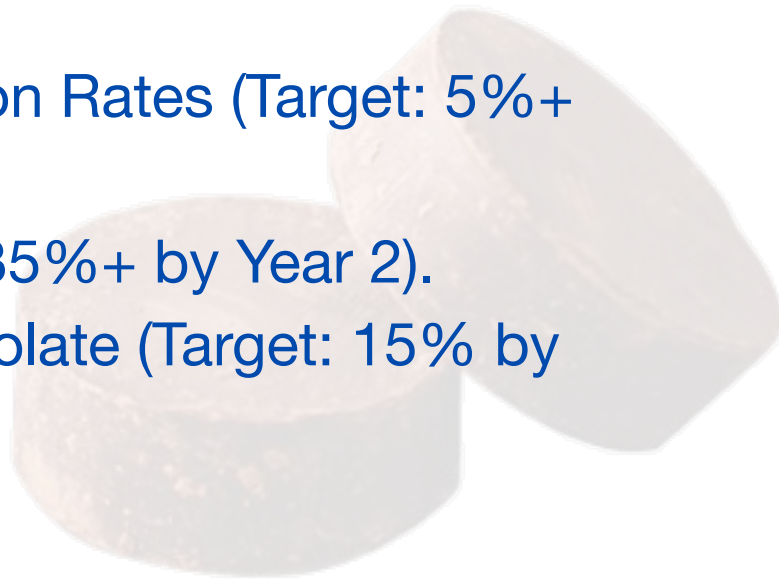
- »» **Social Media & Influencers:** Instagram, TikTok, and food bloggers for brand awareness.
- »» **Sampling & Retail Activations:** In-store tastings and partnerships with chefs.
- »» **Trade Shows & Events:** Fancy Food Show, chocolate expos, and ethnic food fairs for B2B connections.

YEAR	PROJECTED REVENUE (\$xx)	GROWTH RATE (%)
YEAR 1	-	-
YEAR 2	-	-
YEAR 3	-	-
YEAR 4	-	-
YEAR 5	-	-

*Estimated VendorMatch sales activities projections; customizable per client's goal

»»» Sales Metrics:

- »»» Monthly Sales Growth (Target: 10% MoM).
- »»» Customer Acquisition Cost (CAC) vs. Customer Lifetime Value (CLV).
- »»» Retail & E-Commerce Conversion Rates (Target: 5%+ online, 10%+ retail trials).
- »»» Repeat Purchase Rate (Target: 35%+ by Year 2).
- »»» Market Share in Specialty Chocolate (Target: 15% by Year 3).



RISK MITIGATION & CONTINGENCY PLAN

- ▶▶▶ **Regulatory Compliance:** Ensure FDA labeling & USDA certification.
- ▶▶▶ **Supply Chain Stability:** Secure multiple cacao suppliers to prevent shortages.
- ▶▶▶ **Market Adaptation:** Adjust marketing based on consumer feedback & trends.
- ▶▶▶ **Pricing Strategy Flexibility:** Offer bundle discounts & limited-time offers to drive volume.
- ▶▶▶ **Diversified Sales Channels:** Balance DTC (direct-to-consumer) and retail to reduce risk.





CONSULTARE INC. GROUP
A Compliance Co.

VENDORMATCH.pro

Build Your Brand! Grow With Us!

info@vendormatch.pro
csuccess@consultareinc.com
1-202-982-3002

