

CASE STUDY

CACAO TABLET AND
TABLEYA CHOCOLATE
SPREAD

FOR U.S. MARKET



MARKET OVERVIEW AND OPPORTUNITY

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.

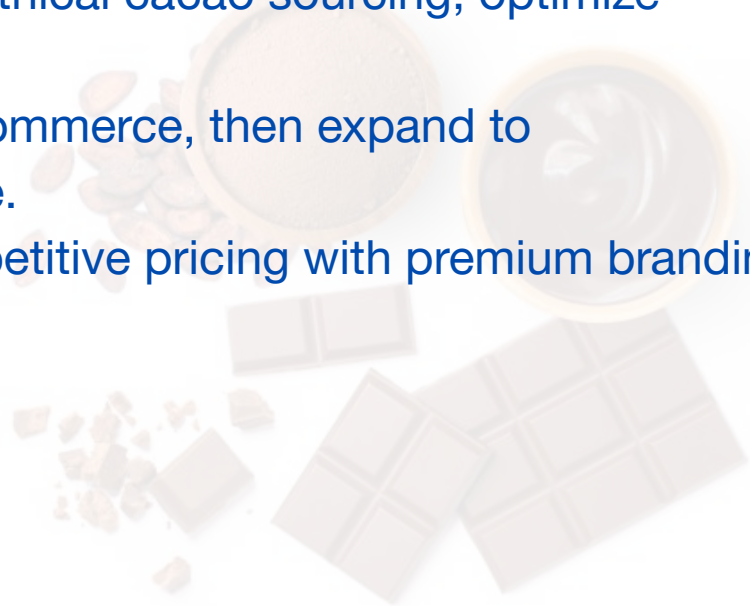
»»» MARKETING STRATEGY

- »» **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.



VENDORMATCH.pro

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.
- 

VENDORMATCH.pro

SERVICE DELIVERABLES



»»» Market Entry Compliance & Readiness

»» FSVP (Foreign Supplier Verification Program) alignment

»» FDA & USDA labeling and regulatory compliance

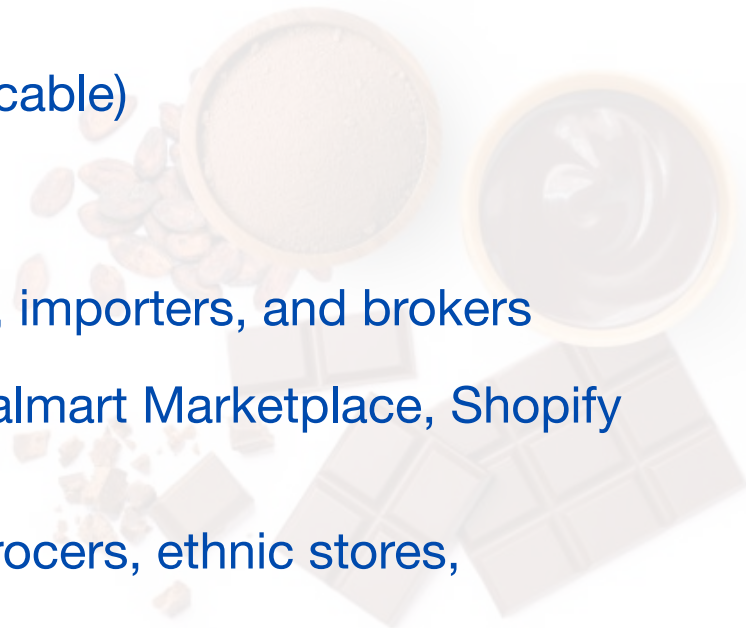
»» Organic certification guidance (if applicable)

»»» Sales Channel Enablement

»» Matching with vetted U.S. distributors, importers, and brokers

»» E-commerce onboarding (Amazon, Walmart Marketplace, Shopify setup)

»» Retail buyer introductions (specialty grocers, ethnic stores, gourmet chains)



»»» Marketing & Brand Development

- »» Packaging review and U.S. market fit adaptation
- »» Go-to-market content strategy for DTC and retail audiences
- »» Digital campaign planning with influencer and social media support

»»» Logistics & Operations Support

- »» Freight forwarding and customs coordination
- »» 3PL (Third-Party Logistics) warehousing solutions
- »» U.S.-based fulfillment and distribution network setup



»»» U.S. Market Specialists

»» We focus exclusively on helping international food brands enter and grow in the U.S. market—bringing regulatory, retail, and cultural expertise tailored to your product.

»»» End-to-End Support

»» From FDA compliance to finding buyers and managing fulfillment, we deliver a full-service solution so you can focus on scaling your brand.

»»» Verified Network of Buyers & Distributors

»» We connect you with trusted retail buyers, brokers, and distributors already working with top specialty and ethnic retailers in the U.S.



CONSULTARE INC. GROUP
A Compliance Co.

VENDORMATCH.pro

Build Your Brand! Grow With Us!

info@vendormatch.pro

csuccess@consultareinc.com

1-202-982-3002

