



**LEVERAGE EASTER TO MAXIMISE YOUR  
PLANT-BASED CHOCOLATE SALES**



# A PROFITABLE HOLIDAY

**75%**

of Brits celebrated Easter 2022 <sup>1</sup>

**Over £415 million**

was spent on Easter eggs  
in the UK in 2022 <sup>4</sup>

**80-million**

Easter eggs are sold in the UK  
each year <sup>5</sup>

In the months leading up to spring, it's impossible to ignore the **enormous stocks of Easter treats** and marketing campaigns online and in stores.

Sales of chocolate products boom at this time of year, with **chocolate eggs and bunnies** the most-purchased Easter treats by far.

These statistics, which demonstrate the **significant profits up for grabs** should put Easter on your company's radar and make it **pivotal to your Q1** (first-quarter) strategy.

**214-million**

chocolate bunnies were <sup>6</sup>  
produced in Germany in 2021

**Over 63%**

of Brits spent money <sup>3</sup>  
during Easter 2022

**80.6%**

of Americans  
celebrate Easter <sup>2</sup>

# FLEXITARIAN APPEAL

As the flexitarian population grows, interest in dairy-free chocolate is surging. Research from Mintel has highlighted the excellent potential for vegan chocolate throughout Europe. Its survey found that:



**55%** of chocolate consumers in **Spain**...

**53%** of chocolate consumers in **France and Poland**...

**48%** of chocolate consumers in **Italy**...


**44%** of chocolate consumers in **Germany**...

... are interested in **vegan chocolate**.<sup>7</sup>




This interest spikes at key moments of the year, like Easter, when chocolate is more in demand.

# CATCHING UP



The demand for plant-based chocolate Easter-eggs is **catching up with the demand for dairy-chocolate** ones, and is even surpassing it in some instances.



In 2020, The Guardian revealed that **one-in-50** Easter-egg searches were for vegan options, making them **more popular in searches** than dark-chocolate dairy-milk eggs.<sup>8</sup>

# CATCHING UP

Mainstream brands have caught on to the increased demand for plant-based chocolate, with some of the world's biggest chocolate manufacturers now offering their own options.

**But how can you best capitalise on the opportunity for big plant-based sales at Easter?**

Montezuma is one example, with the company's chocolate product assortment now including plant-based Easter-egg options, just like Hotel Chocolat, Divine, and many more.



Notable retailers have also added plant-based options to their own-brand Easter-egg lines, such as Aldi, Tesco, and ASDA to name a few.

Likewise, Mars Incorporated now offers alternatives to all its best-selling dairy-chocolate brands, including Galaxy, Bounty, Milky Way, and Topic.

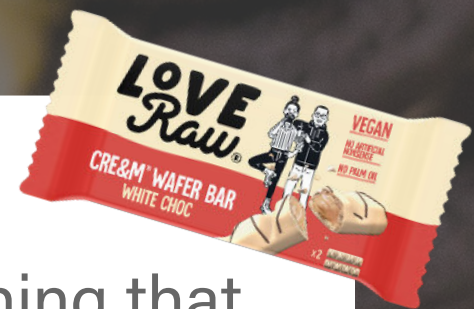
Another example is popular Swiss chocolate producer, Lindt Sprugli, which launched its own vegan range at the end of 2020, as well as a plant-based dark chocolate bunny.



# FOCUS ON FAMILIARITY AND INDULGENCE

Fostering familiarity is something that plant-based chocolate producer LoveRaw has done very well. Its most popular product, the M:lk® Choc Cre&m® Wafer Bar, echoes a classic, favourite, dairy-chocolate wafer bar filled with delicious nutty cream.

According to the brand, this product has been the catalyst for LoveRaw's recent growth surge, helping them achieve such rapid expansion.



“Familiarity with heritage chocolate products is important to consumers when transitioning to a flexitarian or plant-based diet. Our mission is to make delicious plant-based chocolate accessible to everyone, whether they're vegan, 'unvegan vegan', flexitarian, or otherwise – without compromising on taste.”

**Rimi Thapar, Co-Founder of LoveRaw**

# FOCUS ON FAMILIARITY AND INDULGENCE

In 2019, start-up Mummy Meegz made waves with its Chuckie Egg, which **paid homage to a popular, classic Easter treat**, Cadbury's Crème Egg.

By fostering familiarity and focusing on indulgence, **Mummy Meegz's Chuckie Egg sold in stores at a rate of one every 30 seconds<sup>9</sup>** following the launch. The brand has since implemented the product into its range all year round.



We have many regular customers who are not vegan, purchasing our products. They buy us because they love the indulgent taste of our chocolate treats ... Our products are vegan, but it certainly doesn't mean our customers have to be."<sup>10</sup>

**Meagan Boyle, Founder of Mummy Meegz**

# FOCUS ON FAMILIARITY AND INDULGENCE

A key reason for consumer hesitation when it comes to plant-based products is the perception that they won't taste as good as animal-based products.<sup>11</sup> Thus, it is important for plant-based brands to produce and market products that successfully emulate the taste and texture of their animal-based counterparts.



“Indulgence is a key credential for LoveRaw, as we know that the primary reason consumers choose our products is taste. We deliver on indulgence by ensuring all our products are made with high-quality ingredients to match the taste credentials of their dairy counterparts. We want to give flexitarians and ‘unvegan vegans’ the opportunity to enjoy their favourite heritage chocolate.”

**Rimi Thapar, Co-Founder of LoveRaw**



# FOCUS ON PRICE

As well as familiarity and indulgence, price is an important point of contention, being one of the main motivations for flexitarian consumers to make plant-based purchases.

“Our aim is to offer our products at a competitive price, as we believe that the more we see reasonably priced vegan alternatives, the faster we can realise the potential for consumers to switch. The industry coming together to offer vegan alternatives is exciting and there is huge headroom to grow.”<sup>12</sup>

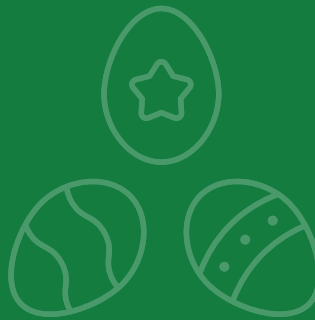
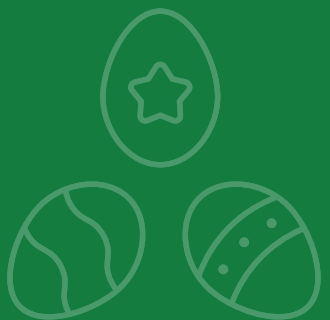
**Meagan Boyle, Founder of Mummy Meegz**

With the global vegan chocolate market worth an estimated \$397.6 million, and forecasted to reach \$1014.7 million by 2028,<sup>13</sup> Easter offers the perfect opportunity for plant-based product producers to get involved.

# KEY ACTIONS

ProVeg recommends the following actions when crafting a plant-based chocolate range to leverage Easter:

- ➔ 1. Meet flexitarians' needs by providing plant-based imitations of the traditional products they're used to eating.
- ➔ 2. Focus on indulgence by promoting great taste and texture in your marketing and merchandising.
- ➔ 3. Brands and retailers should partner to offer affordable plant-based Easter eggs.



## NEED A HAND ACTIONING SOME OF THESE TIPS?

ProVeg is here to help. Whether you're launching a new product or want to optimise your existing Easter marketing strategy, ProVeg has you covered. We have an extensive network in Europe in both the B2B and B2C arenas. ProVeg can create a customised marketing and merchandising strategy, or assist with product development and whitespace ideation, to help you reach your goals. Drop us a line at [corporate@proveg.com](mailto:corporate@proveg.com) to get started.

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