Trend Snapshot

Chocolate Confections



Texture Takes the Lead

Texture continues to drive chocolate innovation as consumers seek more engaging sensory experiences. With 43% of consumers factoring "filling" into their purchase decision, brands are leaning into crunchy, creamy, and layered textures to elevate familiar flavors.



M&M's Pop'd

Freeze-dried caramel chocolate candies deliver a crunchy, airy bite that refreshes familiar M&M's flavors through texture.

2025, US | Mintel



Dunkin Donut Flavored Filled Chocolates

Individually wrapped filled chocolates featuring cake batter, cookie butter, and brownie batter, flavors inspired by Dunkin bakery favorites.

2026, US | Innova



Edward Marc Chocolatier Strawberry & Waffle Cone Clusters

White chocolate clusters combine strawberry flavor with crunchy waffle cone pieces for a playful, multi-textural indulgence.

2025, US | Innova

Balanced Bites

As consumers continue to seek balance, chocolate brands are redefining better-for-you indulgence without sacrificing enjoyment. With made-with-real-ingredients ranking as the top chocolate claim at 27%, innovation is shifting toward reduced sugar and protein-forward formats.



Free2b Sun Cups

Allergy-friendly chocolate cups made with sunflower butter, offering creamy indulgence without common allergens or dairy.

2025, US | Innova

Elements Rose Cardamom Chocolate

Dark chocolate infused with rose and cardamom, positioned as a refined lower-sugar indulgence with botanical flavor cues.

2025, US | Innova





Tandy Protein Nom Nom Chocolate-Dipped Churro Bites

Protein-forward chocolate bites pair cinnamon churro flavor with real chocolate for functional snacking.

2025, US | Innova

Comfort-First Indulgence

Even amid rising prices, demand for indulgent chocolate experience remains strong as consumers prioritize emotional well-being and self-care. Brands are leaning into smooth, velvety textures and premium flavor cues to elevate familiar chocolate moments.



Ferrero Rocher Squares

A refined take on the iconic Ferrero experience, paring smooth chocolate with creamy hazelnut filling.

2025, US | Innova



Private Selection Milk Chocolate Sea Salt Caramels

Velvety milk chocolate currounds rich sea salt caramel, reinforcing premium comfort through familiar flavors.

2025, US | Innova



Godiva Masterpiece Milk Chocolate with Ganache

Individually wrapped chocolates combine smooth milk chocolate with silky ganache for elevated, classic indulgence.

2025, US | Innova

Flavor Gets Bold

Chocolate brands are pushing beyond classic profiles as consumers show greater openness to bold, unexpected flavor combinations. From nostalgic mashups to dessert and beverage-inspired twists, flavor is becoming a key way brands create excitement.



Hershey's Kisses Snickerdoodle Chocolate

Snickerdoodle-inspired flavor blends cinnamon sugar and white creme, transforming a familiar icon with a dessert twist.

2025, US | Innova

Ghirardelli Dubai Style Chocolate

Milk chocolate filled with pistachio cream and crispy kataifi pastry, bringing viral Middle Eastern inspiration into chocolates.

2025, US | Mintel





Reese's Oreo Milk Chocolate & White Creme Peanut Butter Cup

Bold brand mashup combining Oreo cookies pieces, white creme, and Reese's peanut butter for layered flavor.

2025, US | Innova

McCormick Flavorsolutions

Tackling your next taste challenge? We're here for you.

Contact us or click to request a FREE flavor sample.

By the Numbers

Chocolate Confections

+5%
CAGR U.S. Chocolate Market
Mordor Intelligence

The Market

Chocolate continues to be a resilient and fast-evolving category, driven by everyday indulgence and a strong appetite for innovation. While classic formats continue to anchor the space, rising cocoa costs are accelerating premiumization format experimentation, and value-driven creativity across the category. Brands are responding with bold flavors and texture-led experiences that help maintain excitement.

Top 20 Flavors

1. Unflavored
2. Caramel
3. Peanut Butter
4. Almond
5. Hazelnut
6. Sea Salt
7. Dubai Chocolate
8. Salted Caramel
9. Strawberry & Cream
10. Coconut
11. Orange & Cream
12. Peanut
13. Mint
14. Chocolate Truffle
15. Raspberry
16. Strawberry
17. Pecan Nut
18. Cookies & Cream
19. Espresso
20. Toffee

Mintel GNPD, Last 1 Year, Chocolate Confections

Fastest Growing Flavors

1. Pumpkin +500%
2. Macademia +400%
3. Cherry +300%
4. Pistachio +262%
5. Butter +200%

Fastest Growing Claims

1. Cobranded +800%
2. Halal +300%
3. Palm Oil Free +250%
4. Ethical-Charity +233%
5. Limited Edition +140%

Flavor Ideas

Texture Takes the Lead

Layered textures enhance familiar chocolate flavors with added sensory.

Cornflake Crunch | Graham Cracker Crumble
Praline Toffee | Salted Vanilla Wafer

Balanced Bites

Indulgent chocolate flavors reimagined with better-for-you and mindful positioning.

Coconut Cream Caramel | Black Forest Cake
Maple Oat | Banana Peanut Butter

Comfort-First Indulgence

Familiar chocolate profiles elevated through richness and premiumization cues.

Brûléed Marshmallow | Vanilla Bean Latte
Brown Butter Fudge | Honeyed Almond

Flavor Gets Bold

Unexpected flavor inspirations push chocolate beyond traditional taste boundaries.

Toasted Black Sesame | Lemon Meringue Pie
Earl Grey Cream | Blackberry Lavender

Request a Sample

Our team continuously tracks emerging flavors, formats, and consumer signals to help you stay ahead in chocolate confections. Whether you're refining a classic or building something new, we're here to collaborate, customize, and deliver flavor solutions that work for you.

Contact us or click to request a FREE flavor sample.

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