

"CHOCOLATE"

market research



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Objectives:

- ▲ Chocolate market research;
- ▲ The opinion of the consumer about the product;
- ▲ Popular brands;
- ▲ Competition.



Research Methods:

In order to obtain information about the product, a survey was conducted among consumers of chocolate.



Factors affecting the milk chocolate market:



- ❖ **Stability of the general political situation in Kazakhstan.** The more stable this situation is, the more stable are the incomes that consumers have. And the higher these incomes are, the more actively they both are interested in goods;
- ❖ **Taxes.** They also affect the trading of these products;
- ❖ **Customs conditions.** Imported chocolate has a prominent place in the market
- ❖ **Seasonality** In winter the demand for chocolate is higher than in summer.

Consumption volume:



According to studies, the average level of chocolate consumption in Kazakhstan by various estimates is 4-5 kg per person per year. In Eastern Europe chocolate consumption is 5 kg and above.

Survey Results:



- ❖ Chocolate is one of the most favorite treats the people have.
- ❖ About 53% of respondents regularly buy it 2-3 times a week,
- ❖ 33.7% - 2-3 times a month,
- ❖ another 6.7% - 1 time per day and more often.
- ❖ The average price that is acceptable for respondents is 200 tenge.

What type of chocolate do you prefer ?

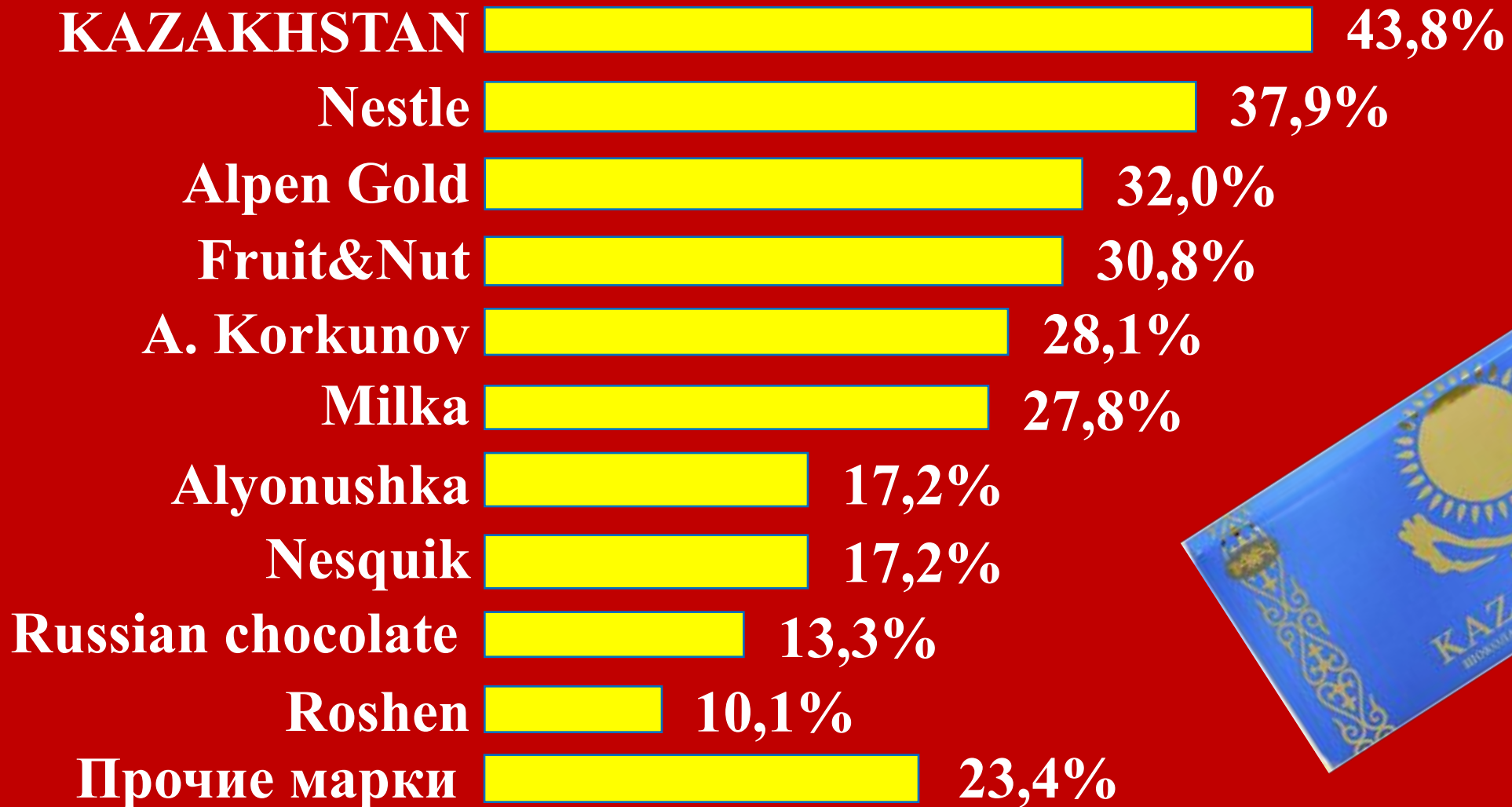
Milk chocolate 60,7%

Bitter chocolate 42,3%

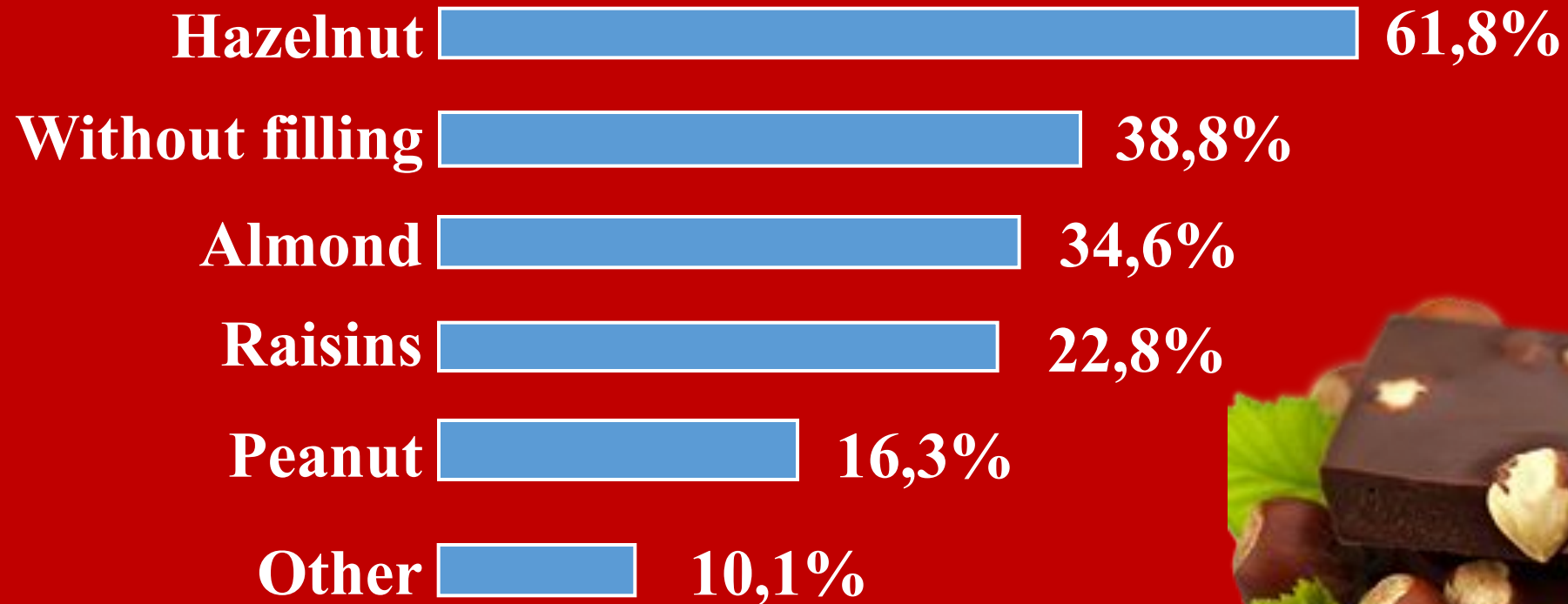
White chocolate 12,4%



What are your favorite chocolate bar brands ?



Which fillings do you prefer ?



Output:



Competition in the market can lead to the withdrawal of any manufacturer from the market or increase in price, which will adversely affect the demand for this product.

THANK YOU FOR ATTENTION!

