

Demographic Written Analysis

After doing research on three different articles, I discovered a lot about the chocolate industry. I learned about who bought chocolate, the market trends for chocolate, and I learned about the largest chocolate making companies.

During my research, I discovered that both men and women love chocolate. Although they both love it, I found out that 91% of women eat it, whereas slightly less men eat it. I also discovered that women were most likely to buy chocolate. Additionally, I discovered that kids liked chocolate, which was no surprise. However, I was surprised to discover that older children like chocolate more than younger children do. Another thing I discovered is that it is considered a luxury item and is therefore elastic. That means when money is tight, people will be less likely to buy it. Although this is the case, the middle class people are starting to buy more.

Market trends for chocolate were equally interesting. For one, the middle class is beginning to buy it more. Another interesting fact is that chocolate is becoming more and more popular with consumers. This has been going on since 2009. This doesn't really make sense because 2008 is when the recession started and it is suppose to be elastic. Either way, it is becoming more popular and it doesn't seem to be slowing down.

There are many chocolate-making companies to support this increasing demand. The top company is the Mars Incorporation. They make over 16 billion in sales a year. Other leading companies include Mondelez, Bimbo, Nestle, and Hersey. I was surprised that Nestle and Hersey smaller than Mars because I have not heard of Mars before. Also, I thought Bimbo only carried bread. It was really interesting to learn about all of these chocolate companies.

In conclusion, I learned a lot about chocolate. I feel as though I have a better understanding as to why there are so many types of chocolate bars. I also understand why they put it at the front of the check out line.