

Chocolate market commercialized in Romania

Viorica-Mirela Popa*, Căpriță Adrian, Szijarto Tivadar-Alexandru, Diana
Nicoleta Raba, Camelia Moldovan, Delia-Gabriela Dumbravă

*Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania",
Faculty of Food Processing Technologies, Department of Food Science, Calea Aradului 119, 300645 –
Timișoara, Romania*

Received: 30 June 2015; Accepted: 06 August 2015

Abstract

Starting from the fact that chocolate is a product widely used by both adults and children, highlighting the question the criteria that segment the most frequently this market. Factors influencing the final decision to purchase oscillates from different demographics criteria, preferences and needs of consumers to available budget and product price.

The main objectives of this paper it was the realization some research studies and marketing on market analysis chocolate commercialized in Romania, determination of the chocolate buyer profile and highlighting chocolate brands. These targets have resulted in achieving a sounding form questionnaire having the interviewed subjects the 50 students in the fourth year of study, in the Faculty of Food Processing Technology Timisoara.

Questionnaire data were evaluated and then processed and interpreted, and study results indicate a relatively constant evolution prices of different chocolate brands, without significant fluctuations. During those two years (2012-2014), stands a balance between increases and decreases in the prices of chocolate.

Keywords: chocolate market, brand, price, sounding, questionnaire

1. Introduction

Chocolate market in Romania is a dynamic and complex, with over 10 brands promoted and more than 200 different types of chocolate products. The main players that dominate the market are Kraft Foods chocolate Romania, Kandia-Excelent, Supreme Chocolat, Heidi Chocolat Suisse, Nestlé and Master Foods. The premium segment is shared by Milka, Poiana Sensations, Heidi and Anidor, the environment is represented by brands Kandia, Poiana and Primola and economy segment brands include Laura, African and Novatini [1].

Chocolate can be consumed by all types of people regardless of age or origins. Given that its price segment regardless of which part is quite low

purchasing decision or choice of a brand may belong to any family member [2].

Romanians eat little chocolate and therefore companies in the field make efforts to diversify the products offered and aggressive advertising campaigns. Although undeniably very appreciated, chocolate remains a difficult product to sell. According to the Ministry of Agriculture, if in 2005 the average consumption of a person was 1.6 kg in the past two years, every Romanian ate no more than an average of 1.4 kg annually. This compared with the French or Swiss, which consumes 10-12 kg / year, or Poles who eats 5 kg / year. Experts agree, however: Romanians in chocolate tastes became more refined in recent years. Therefore,

manufacturing companies are trying to bring to market different types of chocolate [3].

Romanians consume on average three types of chocolate two or three times a week. The largest consumers of sweets are young people aged between 18 and 24 years, they prefer particularly tablets and bars. Of these, women are particularly intensive tablets and candy. The other people do not buy a lot of chocolate, especially the elderly (55-65 years) who rarely consume. Lovers, those who consumed chocolate occasionally for pleasure, are women to a greater extent than men (6 women in a male) [4].

Given this situation, companies marketing products out destination. Thus, Kraft Foods Romania launched M-joy chocolates and Nestle chocolate bars Neapolitan Joe Crunch, both designed specifically for young people. Companies Kandia-Excelent and Supreme Chocolat came on the market with different kinds of tablets designed to attract the same kind of customers [5].

Chocolate bars are still the best-selling, holding first place in preferences. The development of trade by large stores allow exposure to a wider range of products than traditional stores, where chocolate bars hold the largest share. According to market research company MEMRB, tablets held between May 2006 to April 2007, over 64% by volume and over 56% of the entire market for chocolate [5].

2. Materials and methods

1. Studies on chocolate consumption following a questionnaire-based survey

The subject refers to a market study of chocolate to highlight the main factors that makes consumers choose a particular product chocolate market. Starting from the fact that chocolate is a product widely used by both adults and children, must highlight the criteria most frequently this market segment.

Factors influencing the final decision to purchase varies from different demographics, preferences and needs of consumers to budget availability and price of the product. For this study conducted a marketing research, whose implementation involves the following stages defined:

Objectives of the study:

- Chocolate buyer profiling;
- Identification of the criteria governing the choice and purchase one or other of brands of chocolate on the market
- Highlighting the reputation and brands of chocolate etc.

Target population: all persons aged over 18 (students at the Faculty of Food Technology, the fourth year of study) residing in Timișoara, which in recent months bought chocolate.

Questionnaire:

The questionnaire is one of the most important elements of a market study. Based on this reason, its development must enjoy special attention from researchers

For this study was done following questionnaire:

Case study on consumption of chocolate

QUESTIONNAIRE:

1. Are you eating chocolate?
 - a. yes
 - b. do not.*If the answer is no, the questionnaire no longer apply.
2. What type of chocolate do you prefer?
 - a. white
 - b. black
 - c. with milk
 - d. with additives (peanuts, almonds, fruit cream)
3. What are the brands of chocolate you know?
4. What is the brand of chocolate you eat most often?
5. What was buying chocolate frequency lately?
 - a. daily
 - b. weekly
 - c. monthly
 - d. occasionally
6. What influence have ads on television in your choice?
 - a. none
 - b. low
 - c. average
 - d. high

7. How much purchase at a purchase?
- 100g
 - 200g
 - 300 g
 - another quantity
8. How much would you assign monthly consumption of chocolate?
- under 5 lei
 - 5-10 lei
 - over 10 lei
9. In terms of price, your choice is chocolate:
- cheap
 - acceptable
 - expensive
 - very expensive
10. Usually where buy chocolate?
- shopping
 - specialized stores
 - stores in the neighborhood
 - Other than those mentioned
11. Influences your decision to purchase promotional packages of chocolate?
- yes
 - not
 - rarely
12. What role in your choice of chocolate present packaging?
- insignificant
 - important
 - very important
13. Mark the main features that in your opinion should submit a quality chocolate:
- to fine
 - have at least 60% cocoa
 - to have appropriate packaging
 - to have a long shelf life
 - to have a special taste to a individualize
14. What do you appreciate most about chocolate?
- flavor
 - taste
 - fineness
 - appearance

II. Studies on the development of prices of chocolate

To conduct market study occurred there were noticed chocolate assortments existing local market (supermarkets in Timișoara) noting the quality characteristics declared by manufacturers and price trends for the years 2014/2012.

Price limits are as shown in the table, the following:

- minimum limit 1.87 RON
- maximum limit 13.93 RON

The price evolution of chocolate commercialized in Romania in terms of assortments:

Table 1. Price Milka 2012

MILKA	PRICE (LEI)
Alpine milk, <u>Noisette</u> , Hazelnuts, Hazelnuts and Raisins, Happy Cows, White chocolate, <u>Milka</u> yogurt and strawberries, Caramel, Chocolate foam (100g)	3,56
Alpine milk, Whole hazelnuts, Hazelnuts and Raisins (250gr)	8,4
<u>Luflee</u> Alpine Milk, <u>Luflee</u> Noisette, <u>Luflee</u> White	4.27

Table 2. Price Kandia 2012 [2]

KANDIA	PRICE(L EI)
Hazelnuts, Milk and hazelnuts, <u>Capuccino</u> , White chocolate, Bittersweet with raspberry cream	2,8
Bittersweet Milk chocolate and tiramisu cream, Milk chocolate with hazelnuts and raisins	3,15
Moments milk	3
Moments mint	3

Table 3. Price Primola 2012

PRIMOLA	PRICE(L EI)
Caramel, Frappe, Whipped cream, Bittersweet 57%, <u>White Milk</u>	2,5

Table 4. Price Primola 2012

POIANA	PRICE(LEI)
<u>Cappucino</u> , Peanuts, Caramel, Strawberries	3
Milk	3
Hazelnuts and raisins	3
Aerated milk chocolate	3

The price evolution of chocolate commercialized in major supermarkets in Romania.

Table 5. Price chocolate commercialized in supermarket *Unicarm*

Nr. crt.	Product name	Weight [g]	Brand	Price/g	
				with TVA	without TVA
Unicarm					
1	Milk chocolate	100	Milka	2.89	2.19
2	Hazelnuts	100	Milka	2.89	2.19
3	Hazelnuts and raisins	100	Milka	2.89	2.19
4	Capucino	100	Milka	2.89	2.19
5	Caramel	100	Milka	2.89	2.19
6	Bittersweet	100	Milka	2.89	2.19
7	White chocolate	100	Milka	2.89	2.19
8	Yogurt and strawberries	100	Milka	2.89	2.19
9	Milk chocolate	100	Primola	2.39	1.81
10	Hazelnuts	90	Primola	2.39	1.81
11	Hazelnuts and raisins	100	Primola	2.39	1.81
12	Capucino	100	Primola	2.39	1.81
13	Caramel	100	Primola	2.39	1.81
14	Bittersweet	90	Primola	2.39	1.81
15	White chocolate	90	Primola	2.39	1.81
16	Milk chocolate	80	Kandia	3.5	2.66
17	Hazelnuts	80	Kandia	3.5	2.66
18	White chocolate	100	Kandia	3.5	2.66
19	Capucino	100	Kandia	3.5	2.66
20	Caramel	100	Kandia	3.5	2.66
21	Bittersweet	100	Kandia	3.5	2.66
22	Milk chocolate	100	Shogheten	2.99	2.27
23	Hazelnuts	100	Shogheten	2.99	2.27
24	Yogurt and strawberries	100	Shogheten	2.99	2.27
25	Capucino	100	Shogheten	2.99	2.27
26	Caramel	100	Shogheten	2.99	2.27
27	Bittersweet	100	Shogheten	2.99	2.27
28	White chocolate	100	Shogheten	2.99	2.27
29	Milk chocolate	100	Poiana	2.5	1.9
30	Hazelnuts	90	Poiana	2.5	1.9
31	Hazelnuts and raisins	100	Poiana	2.5	1.9
32	Capucino	100	Poiana	2.5	1.9
33	Caramel	100	Poiana	2.5	1.9
34	Bittersweet	100	Poiana	2.5	1.9

35	White chocolate	90	Poiana	2.5	1.9
36	Yogurt and strawberries	100	Poiana	2.5	1.9
37	Milk chocolate	100	Laura	2.18	1.66
38	Hazelnuts	100	Laura	2.18	1.66
39	Yogurt and strawberries	100	Laura	2.18	1.66
40	Capucino	100	Laura	2.18	1.66
41	Caramel	100	Laura	2.18	1.66

Table 6. Price chocolate commercialized in supermarket *Lidl*

Nr. crt.	Product name	Weight [g]	Brand	Price/g	
				with TVA	without TVA
Lidl					
1	Milk chocolate	100	Milka	2.79	2.12
2	Hazelnuts	100	Milka	2.79	2.12
3	Hazelnuts and raisins	100	Milka	2.79	2.12
4	Capucino	100	Milka	2.79	2.12
5	Caramel	100	Milka	2.79	2.12
6	Bittersweet	100	Milka	2.79	2.12
7	With chocolate	100	Milka	2.79	2.12
8	Yogurt and strawberries	100	Milka	2.79	2.12
9	Milk chocolate	100	Shogheten	2.99	2.27
10	Hazelnuts	100	Shogheten	2.99	2.27
11	Yogurt and strawberries	100	Shogheten	2.99	2.27
12	Capucino	100	Shogheten	2.99	2.27
13	Caramel	100	Shogheten	2.99	2.27
14	Bittersweet	100	Shogheten	2.99	2.27
15	With chocolate	100	Shogheten	2.99	2.27

Table 7. Price chocolate commercialized in supermarket *Carrefour*

Nr. crt.	Product name	Weight [g]	Brand	Price/g	
				with TVA	without TVA
Carrefour					
1	Milk chocolate	100	Milka	4.4	3.34
2	Hazelnuts	100	Milka	4.4	3.34
3	Hazelnuts and raisins	100	Milka	4.4	3.34
4	Capucino	100	Milka	4.4	3.34
5	Caramel	100	Milka	4.4	3.34
6	Bittersweet	100	Milka	4.4	3.34
7	With chocolate	100	Milka	4.4	3.34

8	Yogurt and strawberries	100	Milka	4.4	3.34
9	Milk chocolate	100	Primola	2.55	1.93
10	Hazelnuts	90	Primola	2.55	1.93
11	Hazelnuts and raisins	100	Primola	2.55	1.93
12	Capucino	100	Primola	2.55	1.93
13	Caramel	100	Primola	2.55	1.93
14	Bittersweet	90	Primola	2.55	1.93
15	With chocolate	90	Primola	2.55	1.93
16	Milk chocolate	100	Shogheten	4	3.04
17	Hazelnuts	100	Shogheten	4	3.04
18	Yogurt and strawberries	100	Shogheten	4	3.04
18	Capucino	100	Shogheten	4	3.04
19	Caramel	100	Shogheten	4	3.04
20	Bittersweet	100	Shogheten	4	3.04
21	With chocolate	100	Shogheten	4	3.04
22	Milk chocolate	100	Poiana	3.3	2.5
23	Hazelnuts	90	Poiana	3.3	2.5
24	Hazelnuts and raisins	100	Poiana	3.3	2.5
25	Capucino	100	Poiana	3.3	2.5
26	Caramel	100	Poiana	3.3	2.5
27	Bittersweet	100	Poiana	3.3	2.5
28	With chocolate	90	Poiana	3.3	2.5
29	Yogurt and strawberries	100	Poiana	3.3	2.5

Table 8. Price chocolate commercialized in Penny Market

Nr. crt.	Product name	Weight [g]	Brand	Price/g	
				with TVA	without TVA
Penny Market					
1	Milk chocolate	100	Milka	3.39	2.57
2	Hazelnuts	100	Milka	3.39	2.57
3	Hazelnuts and raisins	100	Milka	3.39	2.57
4	Capucino	100	Milka	3.39	2.57
5	Caramel	100	Milka	3.39	2.57
6	Bittersweet	100	Milka	3.39	2.57
7	With chocolate	100	Milka	3.39	2.57
8	Yogurt and strawberries	100	Milka	3.39	2.57
9	Milk chocolate	100	Primola	2.79	2.12
10	Hazelnuts	90	Primola	2.79	2.12

11	Hazelnuts and raisins	100	Primola	2.79	2.12
12	Capucino	100	Primola	2.79	2.12
13	Caramel	100	Primola	2.79	2.12
14	Bittersweet	90	Primola	2.79	2.12
15	With chocolate	90	Primola	2.79	2.12
16	Milk chocolate	80	Kandia	3.09	2.34
17	Hazelnuts	80	Kandia	3.09	2.34
18	With chocolate	100	Kandia	3.09	2.34
19	Capucino	100	Kandia	3.09	2.34
20	Caramel	100	Kandia	3.09	2.34
21	Bittersweet	100	Kandia	3.09	2.34
22	Milk chocolate	100	Laura	1.85	1.4
23	Hazelnuts	100	Laura	1.85	1.4
24	Yogurt and strawberries	100	Laura	1.85	1.4
25	Capucino	100	Laura	1.85	1.4
26	Caramel	100	Laura	1.85	1.4

Table 9. Price chocolate commercialized in supermarket Auchan

Nr. crt.	Product name	Weight [g]	Brand	Price/g	
				with TVA	without TVA
Auchan					
1	Milk chocolate	100	Milka	3.84	2.91
2	Hazelnuts	100	Milka	3.84	2.91
3	Hazelnuts and raisins	100	Milka	3.84	2.91
4	Capucino	100	Milka	3.84	2.91
5	Caramel	100	Milka	3.84	2.91
6	Bittersweet	100	Milka	3.84	2.91
7	Milk chocolate	100	Milka	3.84	2.91
8	Yogurt and strawberries	100	Milka	3.84	2.91
9	Milk chocolate	100	Primola	2.92	2.21
10	Hazelnuts	90	Primola	2.92	2.21
11	Hazelnuts and raisins	100	Primola	2.92	2.21
12	Capucino	100	Primola	2.92	2.21
13	Caramel	100	Primola	2.92	2.21
14	Bittersweet	90	Primola	2.92	2.21
15	With chocolate	90	Primola	2.92	2.21
16	Milk chocolate	80	Kandia	3.04	2.31

17	Hazelnuts	80	Kandia	3.04	2.31
18	With chocolate	100	Kandia	3.04	2.31
19	Capucino	100	Kandia	3.04	2.31
20	Caramel	100	Kandia	3.04	2.31
21	Bittersweet	100	Kandia	3.04	2.31
22	Milk chocolate	100	Poiana	2.92	2.21
23	Hazelnuts	90	Poiana	2.92	2.21
24	Hazelnuts and raisins	100	Poiana	2.92	2.21
25	Capucino	100	Poiana	2.92	2.21
26	Caramel	100	Poiana	2.92	2.21
27	Bittersweet	100	Poiana	2.92	2.21
28	With chocolate	90	Poiana	2.92	2.21
29	Yogurt and strawberries	100	Poiana	2.92	2.21
30	Milk chocolate	100	Laura	1.89	1.43
31	Hazelnuts	100	Laura	1.89	1.43
32	Yogurt and strawberries	100	Laura	1.89	1.43
33	Capucino	100	Laura	1.89	1.43
34	Caramel	100	Laura	1.89	1.43

Table 10. The average price evolution of chocolate commercialized in 2012-2014

Chocolate	Price lei/kg		Obs.
	2012	2014	
Milka	3,56	3,46	- 2,89%
Kandia	2,98	3,21	+7,71%
Primola	2,50	2,66	+6,40%
Poiana	3	2,90	- 3,44%

Table 11. Prices of some chocolate brands in May 2014 various supermarkets Timișoara

Chocolate	Price (lei/100g)				
	UNICARM	CAREFOUR	PENNY MARKET	LIDL	AUCHAN
Milka	2,89	4,40	3,39	2,79	3,84
Primola	2,39	2,55	2,79	-	2,92
Kandia	3,50	-	3,09	-	3,04
Schoghetten	2,99	4,00	-	2,99	-
Poiana	2,50	3,3	-	-	2,92
Laura	2,18	-	1,85	-	1,89

3. Results and discussion

a) Assessment studies on chocolate consumption following a questionnaire-based survey

The survey results are summarized as follows:

When asked "What kind of chocolate do you prefer?" With the choice: white, black, and milk with additives (peanuts, almonds, cream, fruit), about 37% of shoppers prefer chocolate additions in almost equal proportions, 24% are buyers of milk chocolate

and 21% are buying dark chocolate. Fewer, however, they are those who prefer white chocolate (18%). Of the 50 interviewees, 31 people opted for a single variant response, nine chose two possible answers, three possible answers of the interviewees were given 5 and another 5 were given of all 4 answers.

When asked "What are the brands of chocolate you know?", The responses focused on Milka chocolate (16.44%), followed by Kandia and Primola, each with 14.38%, followed by African chocolate (13.7%), Glade (13.01%), Heidi (8.91%), Laura (5.48%), Kinder and Novatini with each other trademarks 4.8% (4.10%).

In the question "What is the brand of chocolate you eat most often?", Responses were varied. The situation chocolate consumption in terms of the brand is as follows: 84% of those surveyed consume brand "Milka", 5% are consumers so "Kandia" and "Kinder", and 2% are consumers for each marks "Poiana", "Schogetten" and "Lindt". As shown, the brand "Milka" clearly stand out among consumers of chocolate in this study.

A highlight of the research targeted product purchase frequency. When asked "What was buying chocolate frequency lately?" The results show that in the medium frequency (weekly) recorded the bulk of buyers of chocolate (54% of those interviewed). A very high frequency (daily) if there was only one person interviewed in the 50 and 6 of those interviewed chose the monthly frequency. In the low frequency (occasionally), it is characteristic of a total of 16 people interviewed.

"What influence have ads on television in your choice?" Is the question that reflects what they purchase ads in choosing chocolate. In this regard, 46% of subjects had an influence ads average 34% but not at all influenced by advertising, 18% influence is low and only 2% said the high influence of commercials on television on election consumption of chocolate.

"How much purchase in a purchase?" Is the question that highlights the amount of chocolate purchased in one purchase. The situation is as follows: 54% of respondents bought chocolate 100g, 200g 28% buy 10% buy another amount, while only 8% buy 300g of chocolate.

An important aspect of the chocolate market research is the price that consumers are willing to pay for eating chocolate. When asked "How much would you assign monthly consumption of chocolate?", Of those surveyed, 25 people would be willing to allocate over 10 lei per month for eating chocolate (50%), 19 people would be willing to allocate monthly 5-10 lei for chocolate consumption (38%) and 6 people would be willing to allocate less than 5 lei per month for eating chocolate (12%).

When asked "In terms of price, the chocolate of your choice is cheap, acceptable, very expensive or expensive, most respondents (78%) responded option: acceptable for 8% of respondents, chocolate is expensive, other 8% believe chocolate cheap and only 6% said that chocolate is especially expensive.

Regarding the question: "Usually where purchase chocolate?", Documentary studies conducted proved that: 71% of shoppers prefer buying chocolate from shopping centers and 24% of consumers prefer to buy chocolate from neighborhood shops to 5% chocolate acquiring specialized stores. Note that no interview has not opted for option purchase: other than those mentioned.

The question "influence your decision to purchase promotional packages of chocolate?" Highlights the breadth and importance of the decisions promotions buyers, so 40% of the subjects said that promotional packages influencing their decision to buy chocolate, 22% responded negatively and 38% opted variant: Very rarely.

When asked "What role in your choice of chocolate present packaging?", Consumer choice were as follows: for 16 of respondents (32%), chocolate packaging is insignificant role for 27 of the respondents (54%), the role of packaging is important, While only 7 of them (14%) consider important role strong pack.

The statement "Mark main features that in your opinion should submit a quality chocolate," asked interviewees show the following characteristics of a quality chocolate: be fine, have at least 60% cocoa, has a packaging, it should have a long shelf life and have a particular importance to individualize taste. The main features sought by consumers as chocolate appreciation were to be fine (32%) and have a taste (33%). Then the next feature in order of preference

was interviewees have at least 60% cocoa (17%) and have appropriate packaging (14%). To have a long shelf life was not a preference among those surveyed, option being ranked last in this hierarchy.

When asked "What do you appreciate most about cheese chocolate?", The respondents in this survey showed appreciation following characteristics of chocolate: aroma, taste, smoothness and appearance. Taste of features that clearly detached by interviewees, followed by aroma, softness and appearance characteristics surveyed consumers in assessing chocolate.

b) The evaluation study on the evolution of average prices for chocolate

Evolution chocolate average prices were shown in Tables 10 and 11.

In two of the cases presented (Kandia and Primola) were not reported notable increases in prices relative to brands marketed and distribution units, and the other two cases were observed significant decreases in prices. Thus, in 2014 compared to the base year 2012, the largest percentage of that growth is registered by Kandia chocolate price (+ 7.71%), followed by the percentage increase in the price of chocolate Primola (+ 6.41%). In the other case the price reduction, the highest percentage is observed in Poiana chocolate (-3.44%) followed by Milka chocolate percentage price decrease (-2.89%).

Study results show that the evolution of prices of different brands of chocolate has been relatively constant, with considerable fluctuations.

Thus, during the two years (2012-2014), stands a balance between increases and decreases in the prices of chocolate. One reason for this may be that reporting was carried out a short time and thus did not allow significant changes in price developments, with positive consequences in increased sales and the purchasing power of consumers.

4. Conclusion

The main objective of the diploma project was to conduct studies on chocolate market, based on a survey questionnaire form and price developments

of chocolate brands of 2014 with 2012 as the baseline.

Following the studies, we can draw the following conclusions:

- ◆ Were synthesized information from literature published in scientific journals, of the chocolate manufacturing technology and characteristics of the physico-chemical properties,
- ◆ The technological part of the project outlined in detail the technology of milk chocolate, material balance, heat balance and calculation technology.
- ◆ The data were presented at the European market developments and potential import of Romania on chocolate products.

These studies may be relevant to strengthen knowledge on marketing food and allow correlation of both indigenous production of its chocolate sales volume on the market and comparing chocolate brands in terms similar to the prevailing market price

The contributions of this study consisted of documentary studies, research and analysis, marketing research agrifood:

- were taken studies on chocolate consumption;
- were surveyed regarding price developments chocolate;
- is was conducted a survey based on a questionnaire with the subjects interviewed students of Food Technology, the fourth year of study, which represented target - population consuming chocolate population.

From these studies we can conclude the following:

- Those surveyed preferred chocolate with additives (peanuts, almonds, cream, fruit), approximately 37% compared to other types of chocolate, i.e. 24% of respondents prefer milk chocolate, 21% dark chocolate and only 18% chocolate White.
- Taste and aroma were detached appreciated by considerably among respondents, followed by finesse and appearance, characteristics surveyed consumers in assessing chocolate.
- The sample of subjects surveyed buying a relatively small amount of chocolate and shows that in the medium frequency (weekly) recorded the bulk of buyers of chocolate (54% of those interviewed).

- An important aspect of market research that chocolate is the price consumers are willing to pay for 100 g of chocolate (one tablet). Thus half of those surveyed (50%) are willing to allocate over 10 lei per month for eating chocolate

- Of those surveyed, 71% of shoppers prefer buying chocolate from shopping centers and 24% of consumers prefer to buy chocolate at convenience stores compared to 5% who purchase chocolate from specialized stores. Note that no interview has not opted for option purchase: other than those mentioned.

- The types of chocolate, both domestic and imported ones, are relatively high in the local market.

- The results of studies during the two years (2012-2014) shows a relatively steady price trend on different brands of chocolate without considerable fluctuations, developments that are characterized by a balance between increases and decreases in the prices of chocolate.

Compliance with Ethics Requirements. Authors declare that they respect the journal's ethics requirements. Authors declare that they have no conflict of interest and all procedures involving human / or animal subjects (if exist) respect the specific regulation and standards.

References

1. www.confectionerynews.com/Markets/Global-chocolate-markets-Biggest-sinkers-and-risers
2. www.consiliulconcurentei.ro/uploads/docs/items/id8081/consiliul_concurentei_raport.pdf
3. www.revista-piata.ro
4. www.capital.ro
5. www.milka.ro