

Claude3 Opus Sales Report
Choco Spreads, 2008 vs 2009
Prepared: 30 March 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design:** All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.
2. **Simplified and focused content:** Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.
3. **Proper labeling and titling:** Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.
4. **Standardized notation:** IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

Market Overview

Choco Spreads sales grew by €42.2 million from 2008 to 2009, reaching €776.2 million. This growth was driven by volume and mix changes, despite price reductions. Germany, Italy, and France all saw increases, with Italy showing the strongest growth in both sales value and volume. Germany presents a more diverse market, including the localized brand Zentis, while France faces challenges in market growth.

Brand Performance

Ferrero's Nutella brand dominates the chocolate spread market, growing 7% to €654.0 million. Nutella & Go jumped from €1.9 million to €6.3 million, while Lu Mikado Trio faced a severe decline. Private Label products have mixed results across Germany, France, and Italy, with a notable decline in Germany, a slight decrease in France, but significant growth in Italy, suggesting shifts in consumer preferences and market dynamics.

Market Dynamics

In 2009, Nutella led the market with €654 million in sales, while Private Label offered a budget-friendly alternative. Most brands remained stable, but some outliers like Private Label Thermorousses and BioEthnic achieved impressive growth. France's market showed the most variability, with Germany and Italy remaining more stable.

Growth Trends

From 2008 to 2009, the overall sales CAGR across France, Germany, and Italy was a healthy 5.8%, with Italy leading at 11.9% while France lagged at 0.9%. Ferrero and Zentis showed impressive growth, with Ferrero at 7.3% sales CAGR and Zentis at 11.0% volume CAGR, while Private Label companies declined. The 6.0% overall volume CAGR closely matched the sales CAGR, indicating that increased units sold drove the sales growth.

Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

At a glance: Choco Spreads sales grew by €42.2 million from 2008 to 2009, reaching €776.2 million, driven by volume and mix changes despite price reductions, with Germany, Italy, and France all seeing increases. Ferrero's Nutella brand dominates the market, growing 7% to €654.0 million, with Italy showing the highest growth at 12%, while Nutella & Go jumped from €1.9 million to €6.3 million, and Lu Mikado Trio faced a severe decline. Private Label products have mixed results across Germany, France, and Italy, with a notable decline in Germany, a slight decrease in France, but significant growth in Italy, suggesting shifts in consumer preferences and market dynamics. Pages 8 to 14.

Sales breakdown: Ferrero's Nutella dominates the chocolate spread market in Germany, France, and Italy, while private label products have varying success, with a significant presence in Germany. Italy shows the strongest growth in both sales value and volume, with Germany presenting a more diverse market including the localized brand Fzentis, whereas France faces challenges in market growth. Despite Ferrero's consistent positive performance across all surveyed countries, private label products and other rank >3 brands demonstrate mixed results, with notable growth in certain markets like Italy. Pages 16 to 25.

Data insights: In 2009, Nutella dominated the chocolate spread market with €654 million in sales, while Private Label offered a budget-friendly alternative. Most brands remained stable, but some outliers like Private Label Thermorousses and BioEthnic achieved impressive growth. France's market showed the most variability, with Germany and Italy remaining more stable. Pages 27 to 31.

Trends: From 2008 to 2009, the overall sales CAGR across France, Germany, and Italy was a healthy 5.8%, with Italy leading at 11.9% while France lagged at 0.9%. Ferrero and Zentis showed impressive growth, with Ferrero at 7.3% sales CAGR and Zentis at 11.0% volume CAGR, while Private Label companies declined. The 6.0% overall volume CAGR closely matched the sales CAGR, indicating that increased units sold drove the sales growth. Pages 33 to 37.

Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

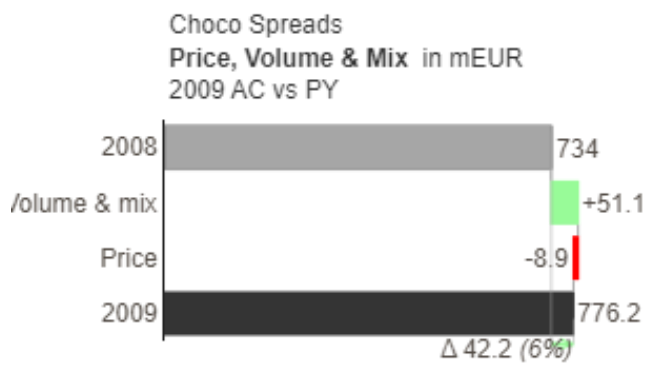
Choco Spreads sales experienced growth from 2008 to 2009, increasing by €42.2 million to reach €776.2 million. This growth was primarily driven by volume and mix changes, which contributed €51.1 million, despite a €8.9 million impact from price reductions (p.9). Germany, Italy, and France all saw sales increases, with Germany leading at €18.2 million, followed by Italy at €21.8 million, and France at €2.3 million. Volume and mix drove growth in Germany and France, while Italy's growth was balanced between volume and mix and price (p.10).

Ferrero's Nutella brand dominates the Choco Spreads market, growing by 7% from €613.6 million in 2008 to €654.0 million in 2009. Italy showed the highest growth at 12%, suggesting strong demand or market share gains (p.12). Nutella & Go also experienced significant growth, with sales jumping from €1.9 million to €6.3 million, largely due to a volume and mix increase of €4.7 million. However, Lu Mikado Trio faced a severe decline, with sales dropping from €1.4 million to €213.8k, primarily due to a negative volume and mix variance of -€1.2 million (p.11).

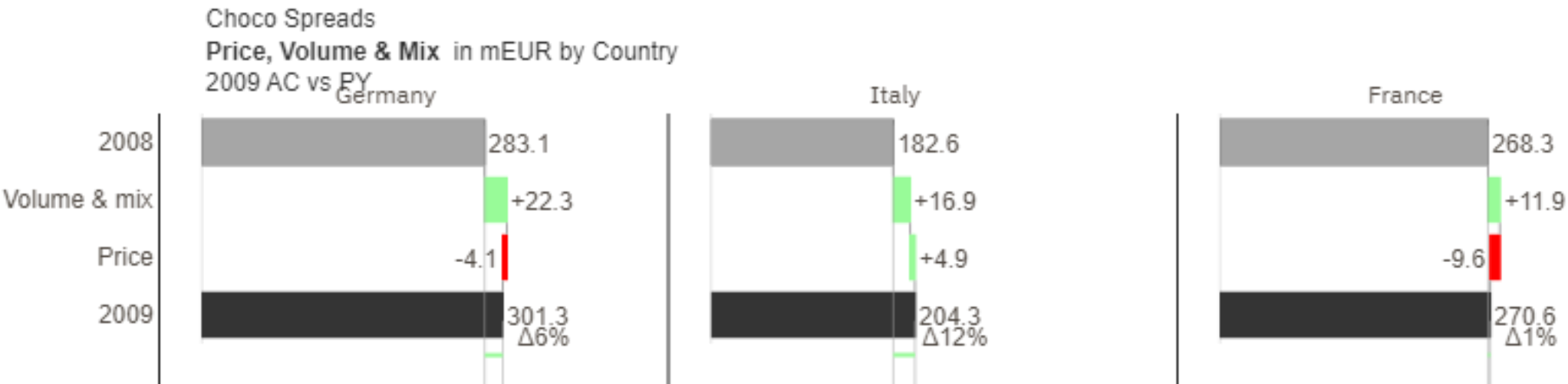
Ferrero maintains a strong position in the Choco Spreads market across Germany, France, and Italy, with significant volume sales and growth in Germany and Italy, and a moderate increase in France (p.13). Private Label products show varying performance, with a notable decline in Germany, a slight decrease in France, but a significant increase in Italy, indicating a possible shift in consumer preference or market dynamics (p.13).

Nutella dominates the chocolate spread market in Italy, France, and Germany. Italy and Germany show notable growth for Nutella, while France shows minimal growth, suggesting a saturated market. Private Label brands have mixed results, growing in Italy but declining in Germany. The "Other rank >3" category significantly increased sales in France, indicating growing interest or successful new products (p.14).

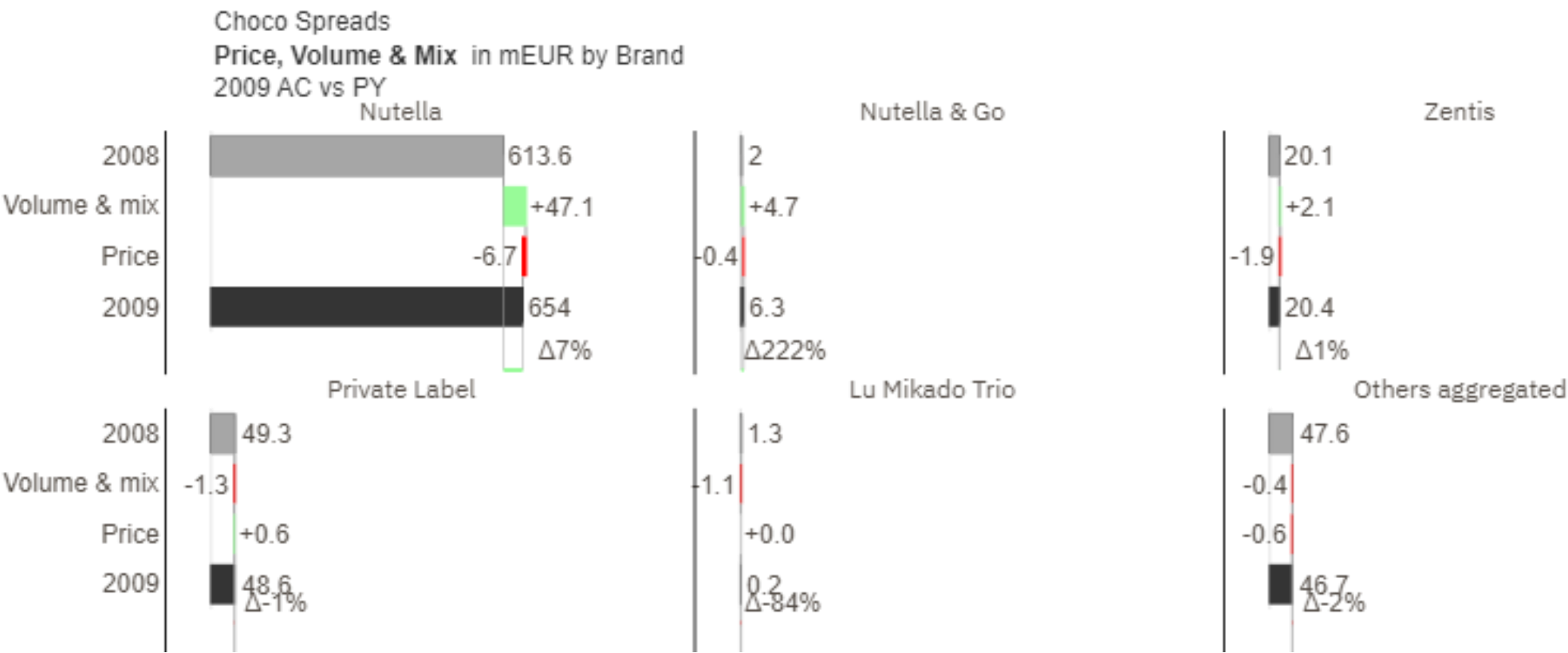
Choco Spreads sales grew from €733.9 million in 2008 to €776.2 million in 2009, an increase of €42.2 million. Volume and mix changes drove €51.1 million in growth, despite an €8.9 million hit from price reductions.



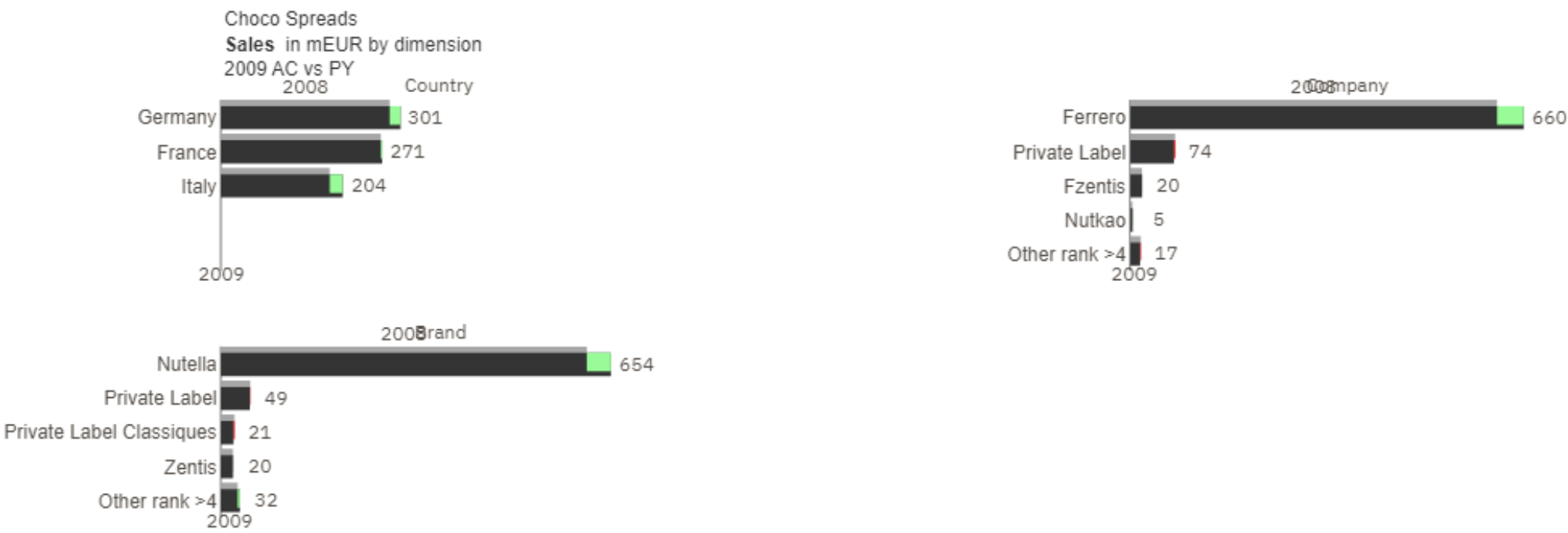
Germany, Italy, and France all saw Choco Spreads sales rise from 2008 to 2009. Germany had the biggest jump at €18.2 million, then Italy at €21.8 million, and France at €2.3 million. Higher volume & mix drove growth in Germany and France, despite lower prices. Italy's growth was balanced, with both volume & mix and price contributing.



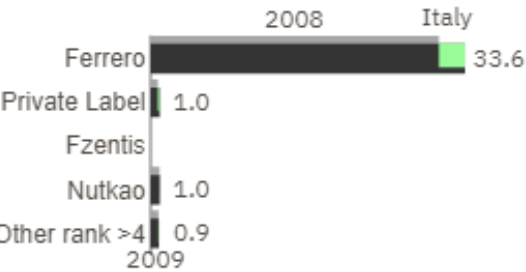
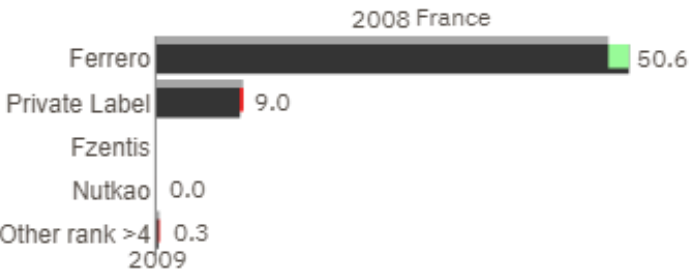
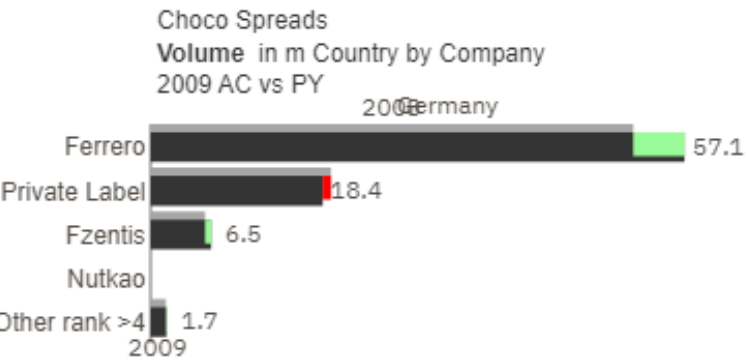
Nutella sales grew from €613.6 million to €654.0 million, with a volume & mix increase of €47.0 million. Nutella & Go sales jumped from €1.9 million to €6.3 million, with a volume & mix increase of €4.7 million. However, Lu Mikado Trio faced a severe decline, with sales dropping from €1.4 million to €213.8k, largely due to a negative volume & mix variance of -€1.2 million.



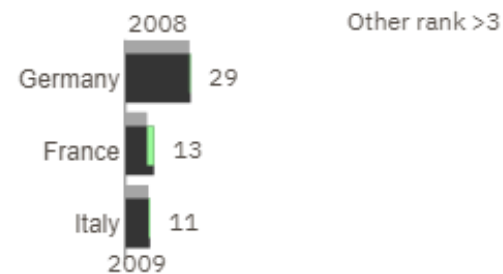
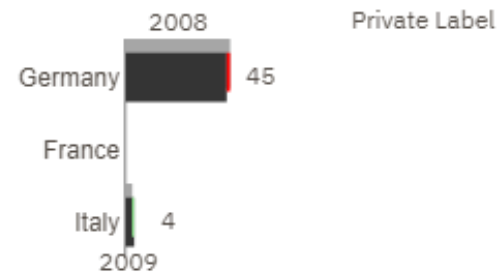
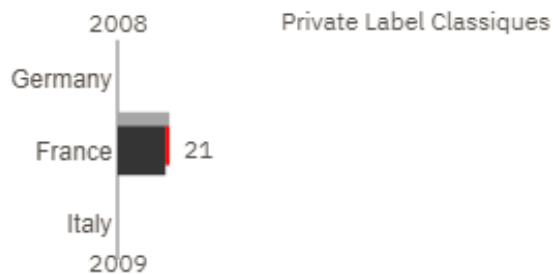
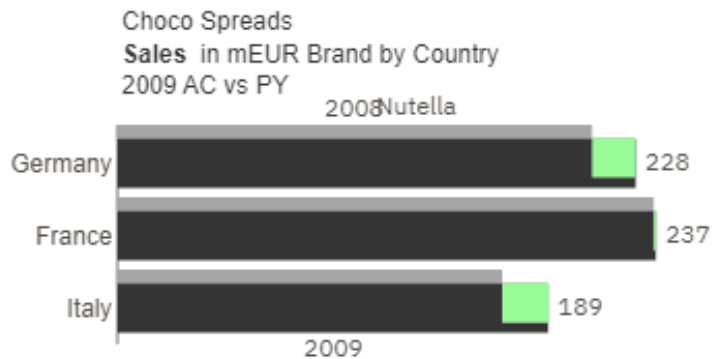
Ferrero's Nutella brand dominates the Choco Spreads market, growing from €613.6 million in 2008 to €654.0 million in 2009, a 7% increase. Italy showed the highest growth at 12%, suggesting strong demand or market share gains. Private Label sales slightly decreased, indicating consumers are shifting towards branded products. The overall trend points to growth across most major brands and countries, with Ferrero's Nutella leading the way.



Ferrero maintains a strong position in the Choco Spreads market across Germany, France, and Italy. It has significant volume sales and growth in both Germany and Italy, and a moderate increase in France. Private Label products show varying performance. There's a notable decline in Germany, a slight decrease in France, but a significant increase in Italy, indicating a possible shift in consumer preference or market dynamics there. The overall trend suggests a competitive and shifting market landscape for Choco Spreads, with some brands growing while others decline.



Nutella dominates the chocolate spread market in Italy, France, and Germany. Italy and Germany show notable growth for Nutella, while France shows minimal growth, suggesting a saturated market. Private Label brands have mixed results, growing in Italy but declining in Germany. The "Other rank >3" category significantly increased sales in France, indicating growing interest or successful new products.



Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

The chocolate spread market in Germany, France, and Italy is dominated by Ferrero, particularly their Nutella brand, which holds overwhelming market share in France and Italy (p.17). Private label products have a significant presence in Germany, suggesting German consumers may be more price-sensitive or open to non-branded options (p.17, p.18). Fzentis, a brand concentrated in Germany, and Private Label Classiques, focused in France, indicate localized strategies or consumer preferences (p.18, p.21, p.25).

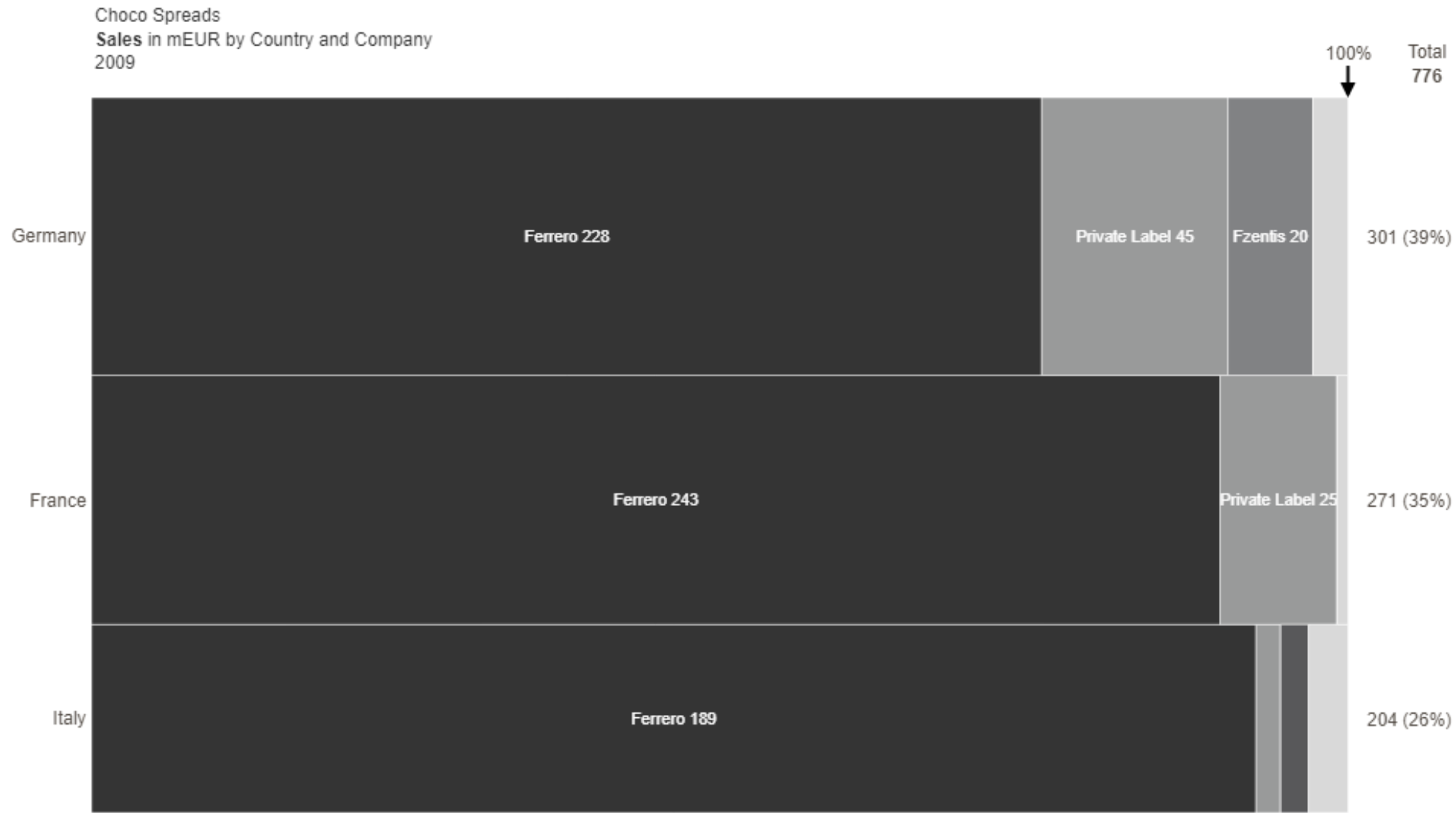
Italy experienced the highest growth rate in Choco Spreads sales in 2009 at 12.0%, double the 6.0% average, while Germany's growth rate was average, and France's was significantly below average at 1.0% (p.19). Nutella shows positive growth in Germany and Italy, while private label brands have mixed performance, with a decline in Germany but an increase in Italy (p.20). Other rank >3 brands show positive growth across all listed countries, with an exceptionally high growth rate in France (p.20).

In terms of sales volume, Ferrero dominates in France, Germany, and the UK, with Nutella selling 57.0 million units in Germany alone (p.21, p.22). Private label products also have significant sales volumes, especially in France and Germany (p.21). Italy leads the growth rate in sales volume with a 9.0% increase in 2009, followed by Germany at 7.0%, while France has the lowest rate at 3.0% (p.23).

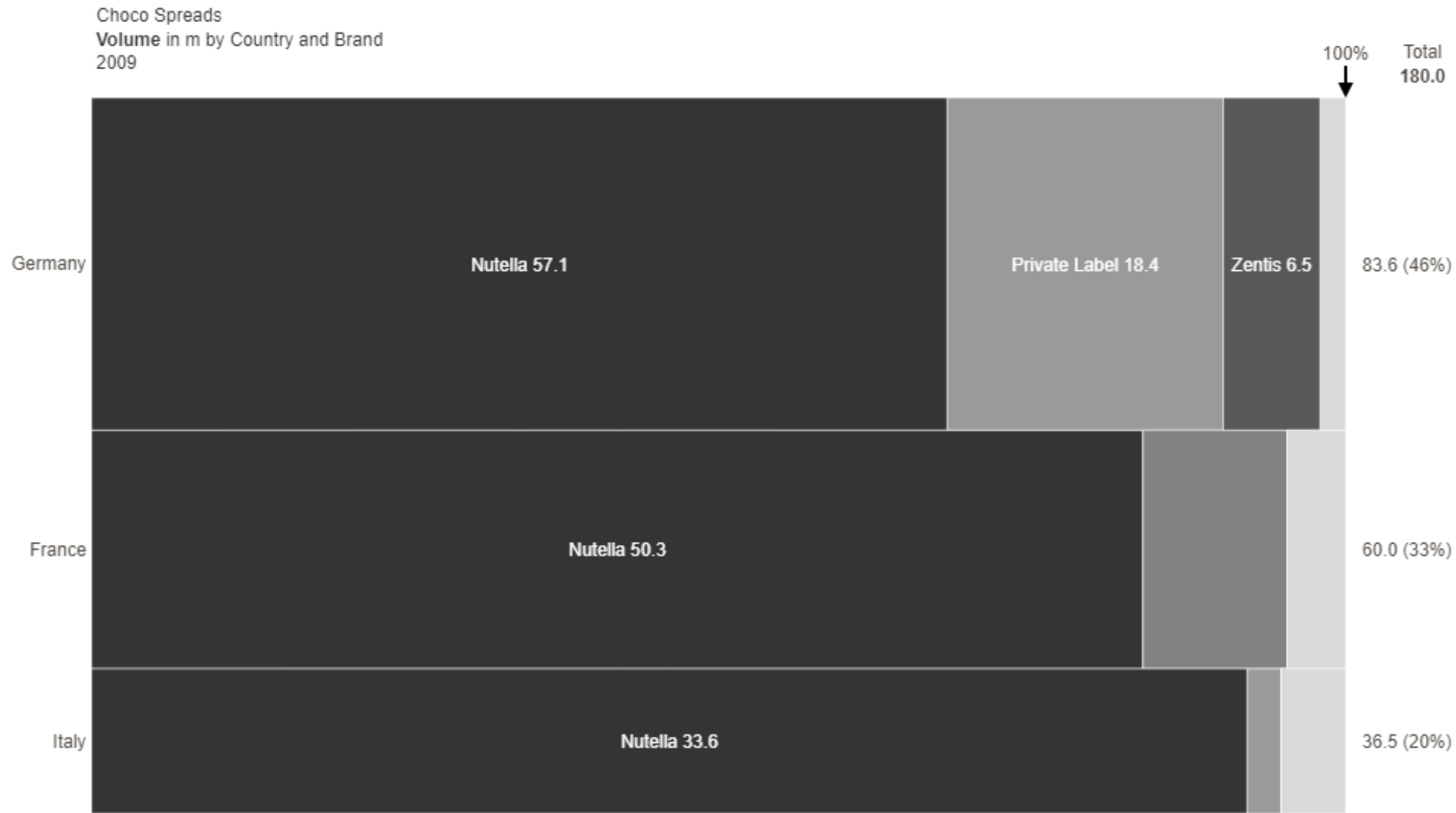
Ferrero shows consistent positive growth across all surveyed countries, with the highest growth of 11.0% in Germany (p.24). Private label products vary significantly in performance, with a notable 27.0% increase in Italy but declines in France and Germany (p.24). Fzentis performs solidly in Germany with 11.0% growth, equal to Ferrero's in the same country (p.24).

In summary, Ferrero's Nutella dominates the chocolate spread market in the studied countries, with private label products showing varying success depending on the country (p.25). Italy demonstrates the strongest growth in both sales value and volume, while France faces challenges in market growth (p.19, p.23). Germany presents a more diverse market, with a significant presence of private label products and the localized brand Fzentis (p.17, p.21, p.24, p.25).

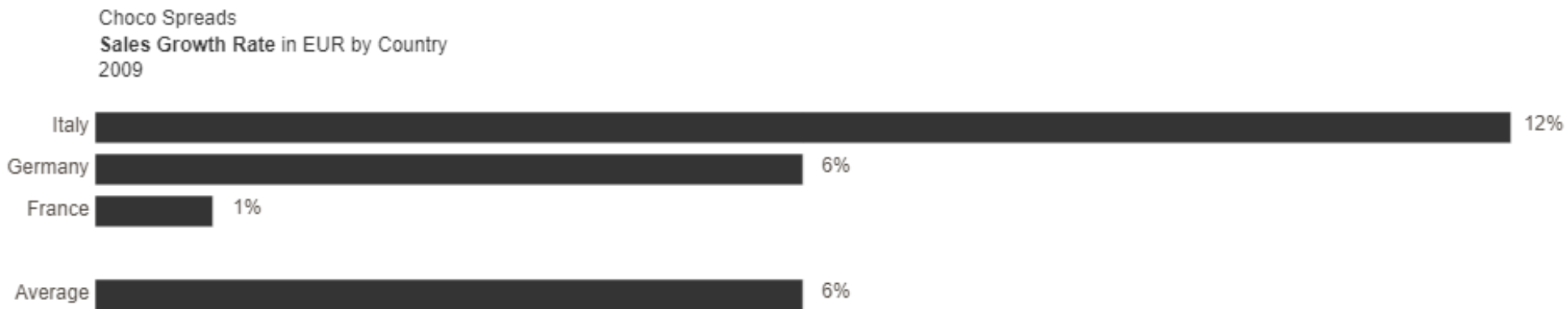
Ferrero dominates the chocolate spread market across Germany, France, and Italy, with overwhelming 90% market share in France and 93% in Italy. Private Label products have a significant presence in Germany, suggesting German consumers may be more price-sensitive or open to non-branded options. Fzentis is only present in the German market, indicating a possible niche or localized strategy. Nutkao shows a unique position, with almost all its sales in Italy, suggesting a strong local preference or distribution capability not replicated in Germany or France.



Nutella dominates the market in Italy, France, and Germany. Private label products have a significant presence in Germany but are nearly non-existent in France and Italy, suggesting differences in market strategies or consumer preferences. Private Label Classiques and Zentis have concentrated sales in France and Germany respectively, indicating these brands haven't expanded or aren't as popular outside these markets.



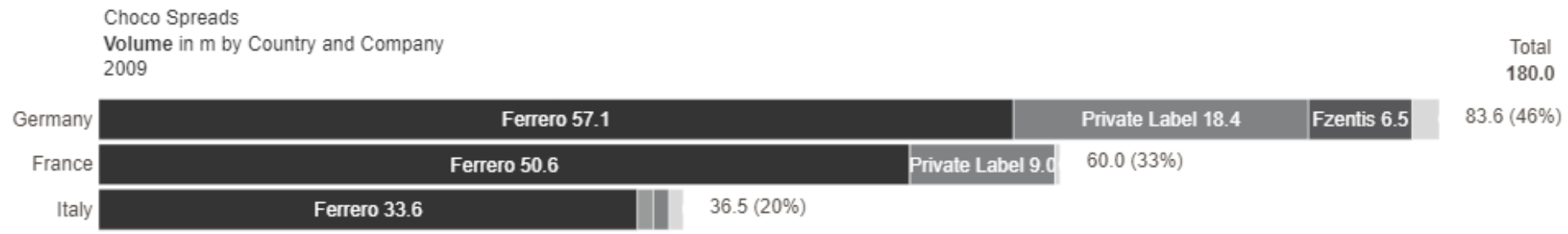
Italy's sales growth rate for Choco Spreads in 2009 was 12.0%, double the 6.0% average. Germany's growth rate was exactly at the 6.0% average. France's growth rate was significantly below average at just 1.0%, suggesting market challenges or saturation.



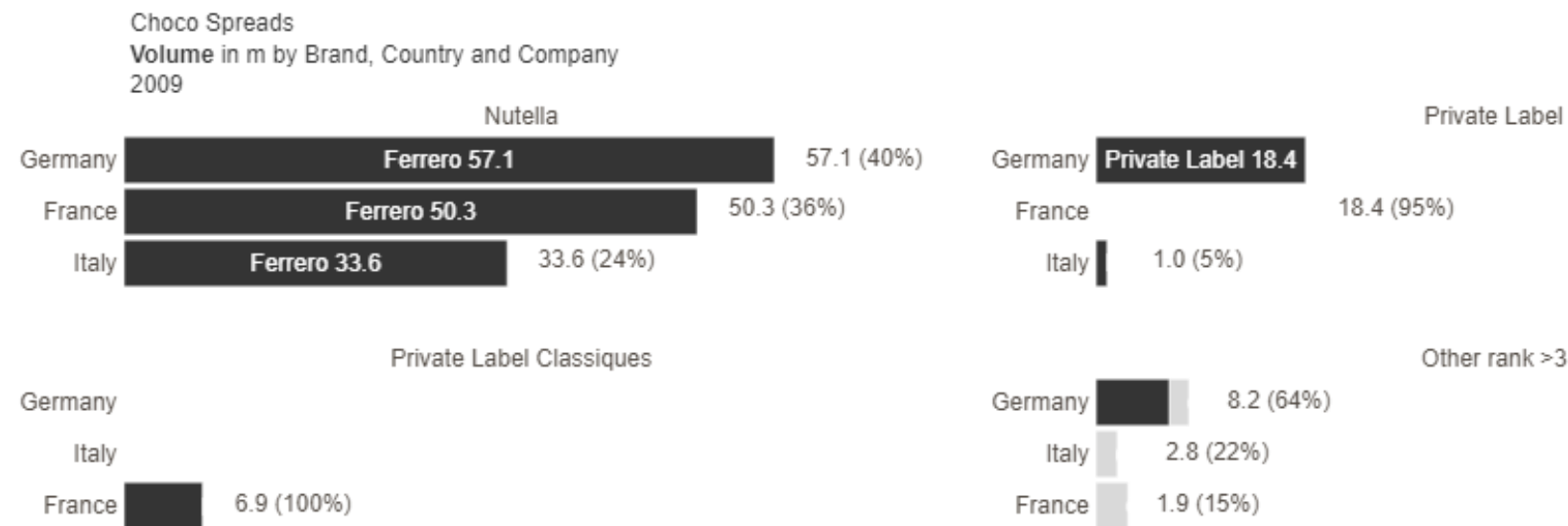
Nutella shows positive growth in both Germany and Italy, indicating strong market performance. Private Label brands have a mixed performance, with a notable decline in Germany but a significant increase in Italy. This suggests a possible shift in consumer preference or competitive dynamics. Private Label Classiques experienced a decline in France, which could indicate challenges in maintaining market share or facing stiff competition. Other rank >3 brands show positive growth across all listed countries, with an exceptionally high growth rate of 11.8% in France.



Ferrero dominates the chocolate spread market in France, Germany, and the UK, with the highest sales volume in each country. Private label products also have a significant presence, especially in France and Germany. Fzentis has a notable presence only in Germany, with sales volumes higher than other rank >4 companies.



Nutella dominates in Germany, France, and Italy, with 57.0 million units sold in Germany, followed by France and Italy. Private label brands from Fzentis have significant sales in Germany and France but a much smaller presence in Italy, suggesting varied acceptance across these countries, with Germany showing the highest.



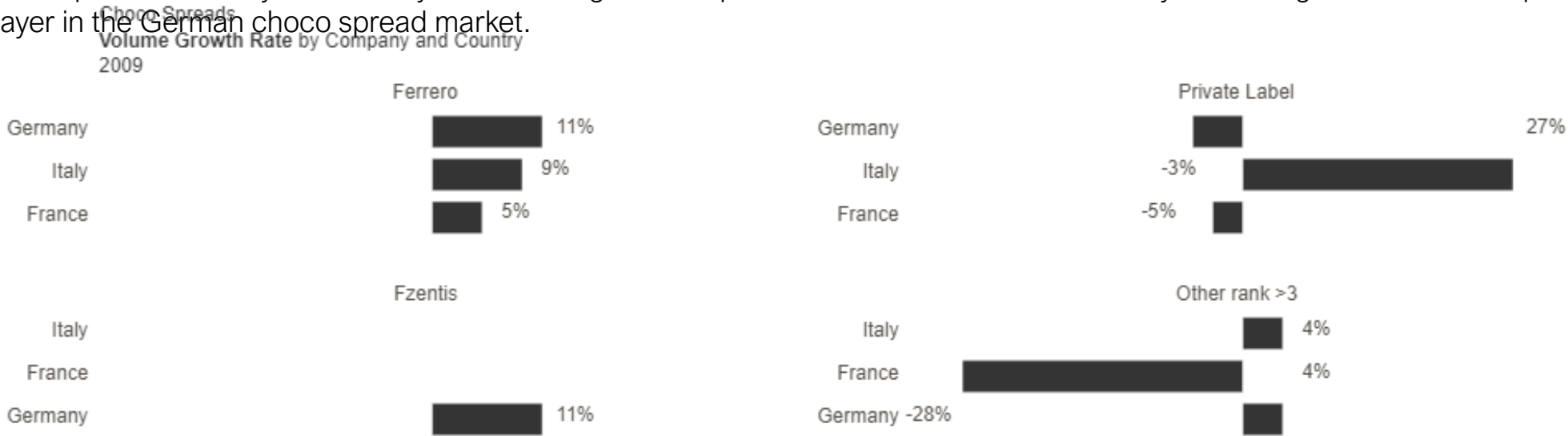
Italy leads the growth rate with a 9.0% increase in Choco Spreads sales volume in 2009. Germany follows with 7.0% growth, above the 6.0% average. France has the lowest rate at 3.0%, half the average, indicating a weaker performance compared to Italy and Germany.



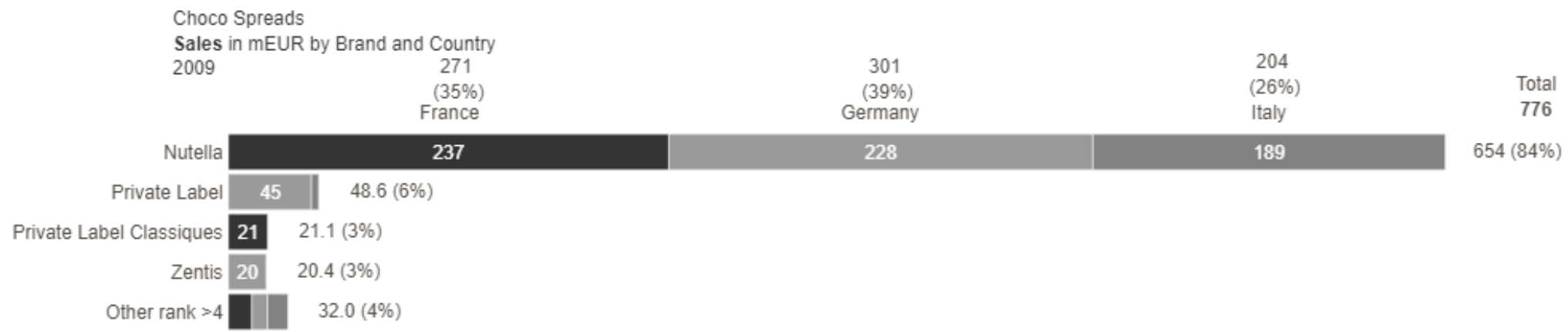
Ferrero shows consistent positive growth across all surveyed countries, with the highest growth of 11.0% in Germany. This points to a strong market presence and effective strategies in these regions.

Private Label products vary significantly in performance. There's a notable 27.0% increase in Italy but declines in France and Germany, suggesting much more favorable market conditions or consumer preferences for private label choco spreads in Italy compared to the other two countries.

Fzentis performs solidly in Germany with 11.0% growth, equal to Ferrero's in the same country, indicating Fzentis is a competitive player in the German choco spread market.



Nutella dominates the market in France, Germany, and the UK, with significantly higher sales than any other brand. In France alone, Nutella's sales surpass the combined sales of all other brands and categories in any single country. Private labels also perform well, particularly in Germany, where "Private Label" sales exceed those of any brand except Nutella. "Private Label Classiques" shows strong results in France, reflecting consumer preference for private label products. Zentis, despite being present only in Germany, boasts sales higher than the aggregated "Other rank >4" category in any country, indicating a significant niche or loyal customer base.



Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

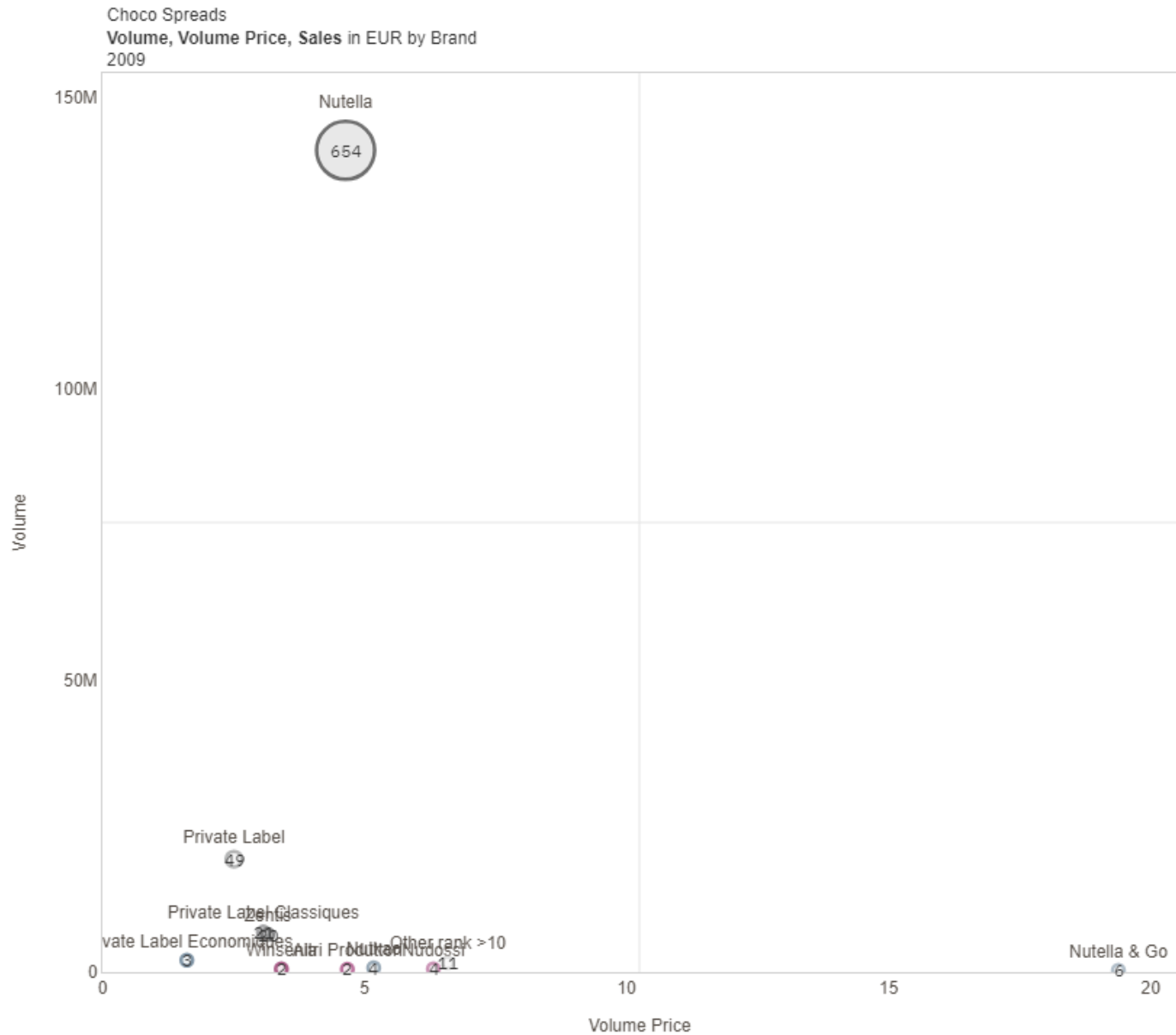
Backup

In 2009, Nutella dominated the chocolate spread market with €654 million in sales and a volume of 141 million units at €4.64 per unit, while Private Label came in second with €48.6 million in sales and a volume of 19.4 million units at €2.51 per unit (p.28). Ferrero led the market with \$660.3 million in sales and a volume of 141.3 million units, and Private Label offered a budget-friendly option at \$2.60 per unit (p.29). The market's diversity was highlighted by the presence of smaller brands in the "Other rank >10" category (p.29).

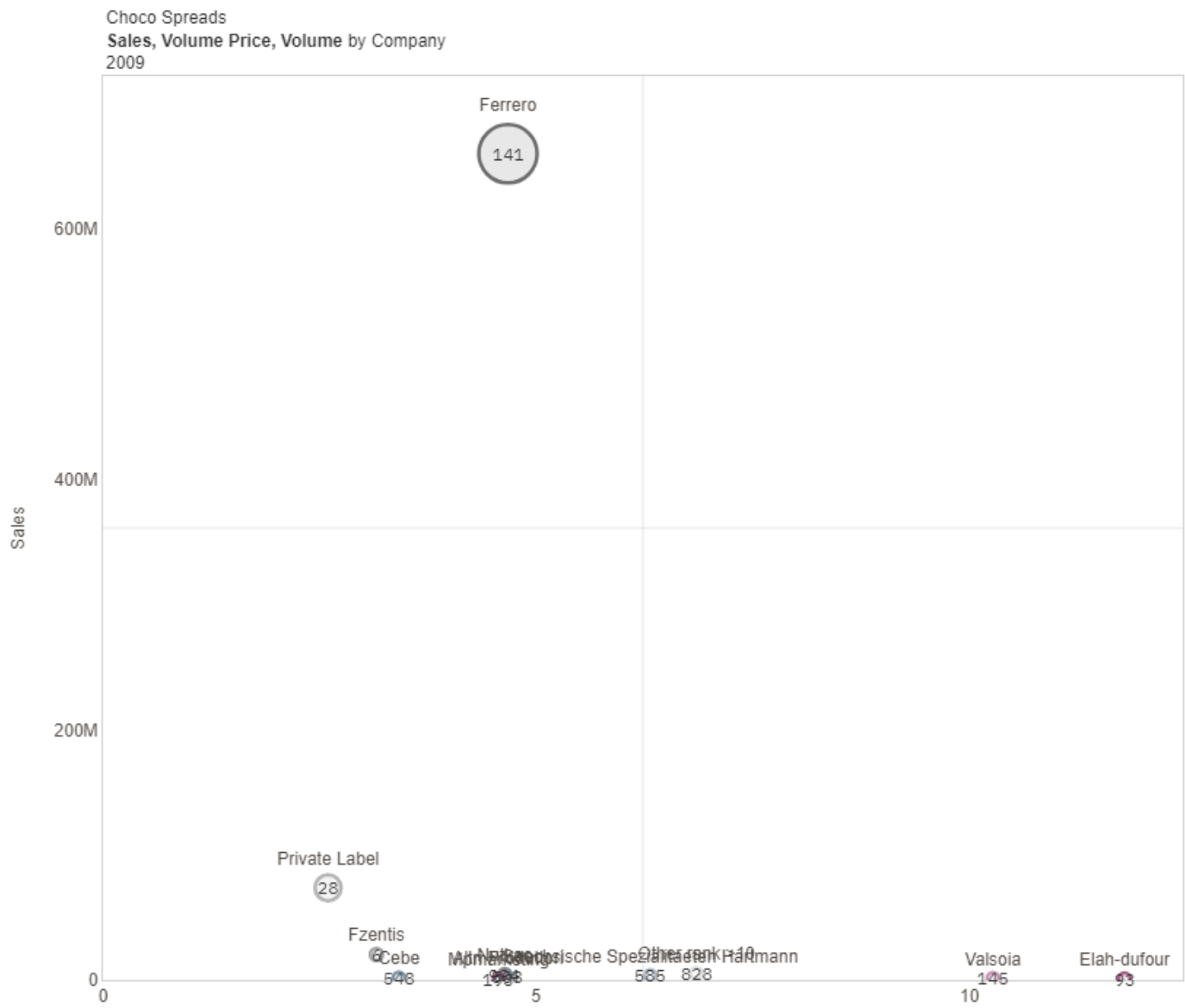
Most Choco Spreads brands remained stable in 2009, with minor price changes and limited sales growth (p.30). However, some outliers achieved impressive growth, such as Private Label Thermorousses with a 400%+ Sales Growth Rate, and Nutella & Co and BioEthnic with 200-300% growth while maintaining stable prices (p.30). DietToast grew moderately but had the biggest drop in Volume Price Change, suggesting growth through price cuts (p.30).

France's Chocolate Spreads market exhibited the most variability in 2009, with several brands showing significant sales growth but mixed volume price changes (p.31). Germany and Italy were more stable, with brands closely aligned near no change in sales growth or volume price (p.31). Scatter plots indicated no strong correlation between volume price changes and sales growth rate across the three countries (p.31).

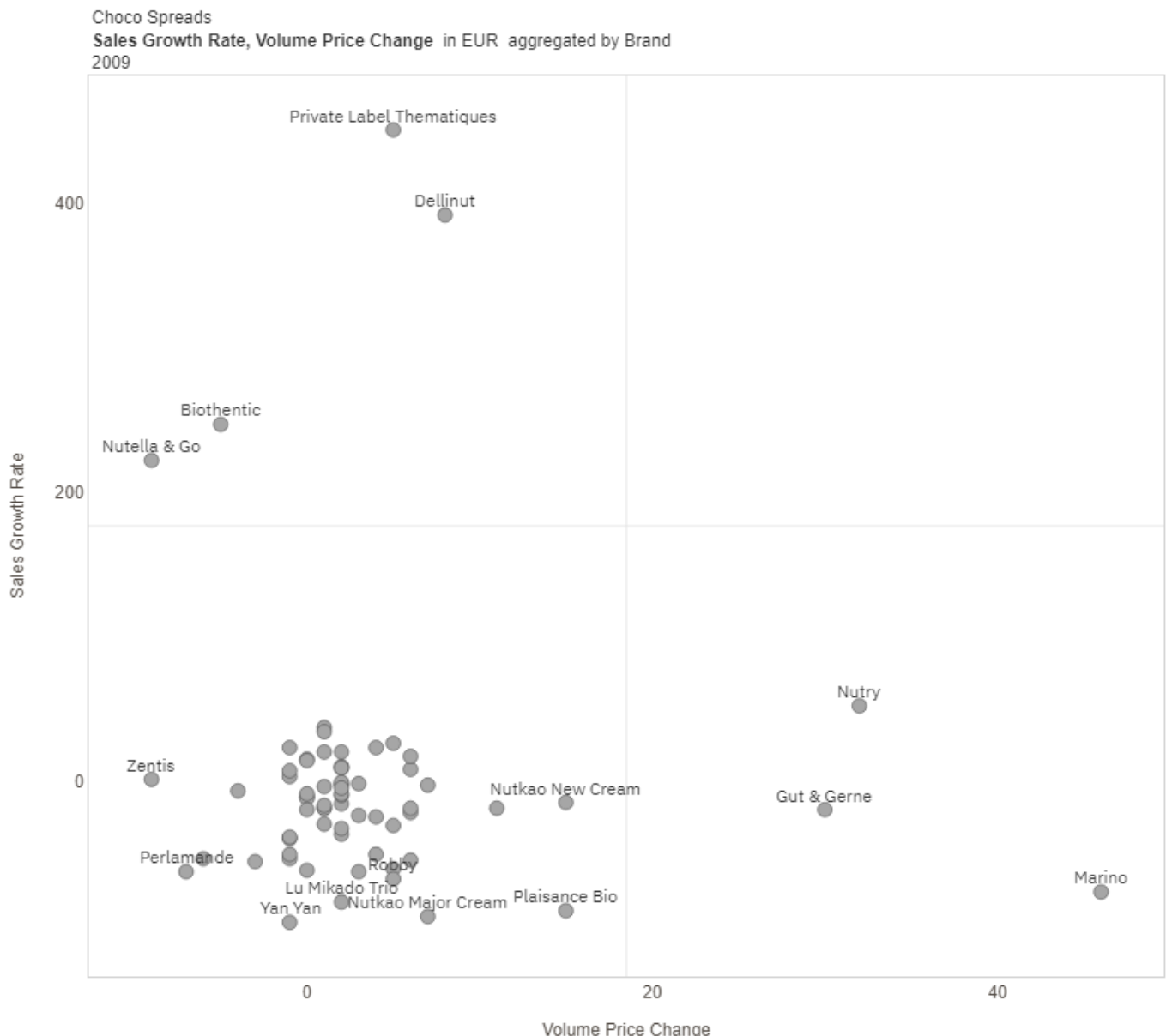
In 2009, Nutella dominated the chocolate spread market with €654 million in sales and a volume of 141 million at €4.64 per unit. Private Label came in second with €48.6 million in sales and a volume of 19.4 million at €2.51 per unit, focusing on affordability. Competitors employed various pricing strategies, from premium offerings like Nutella & Go at €19.39 per unit to economy options like Private Label Economiques at €1.61 per unit.



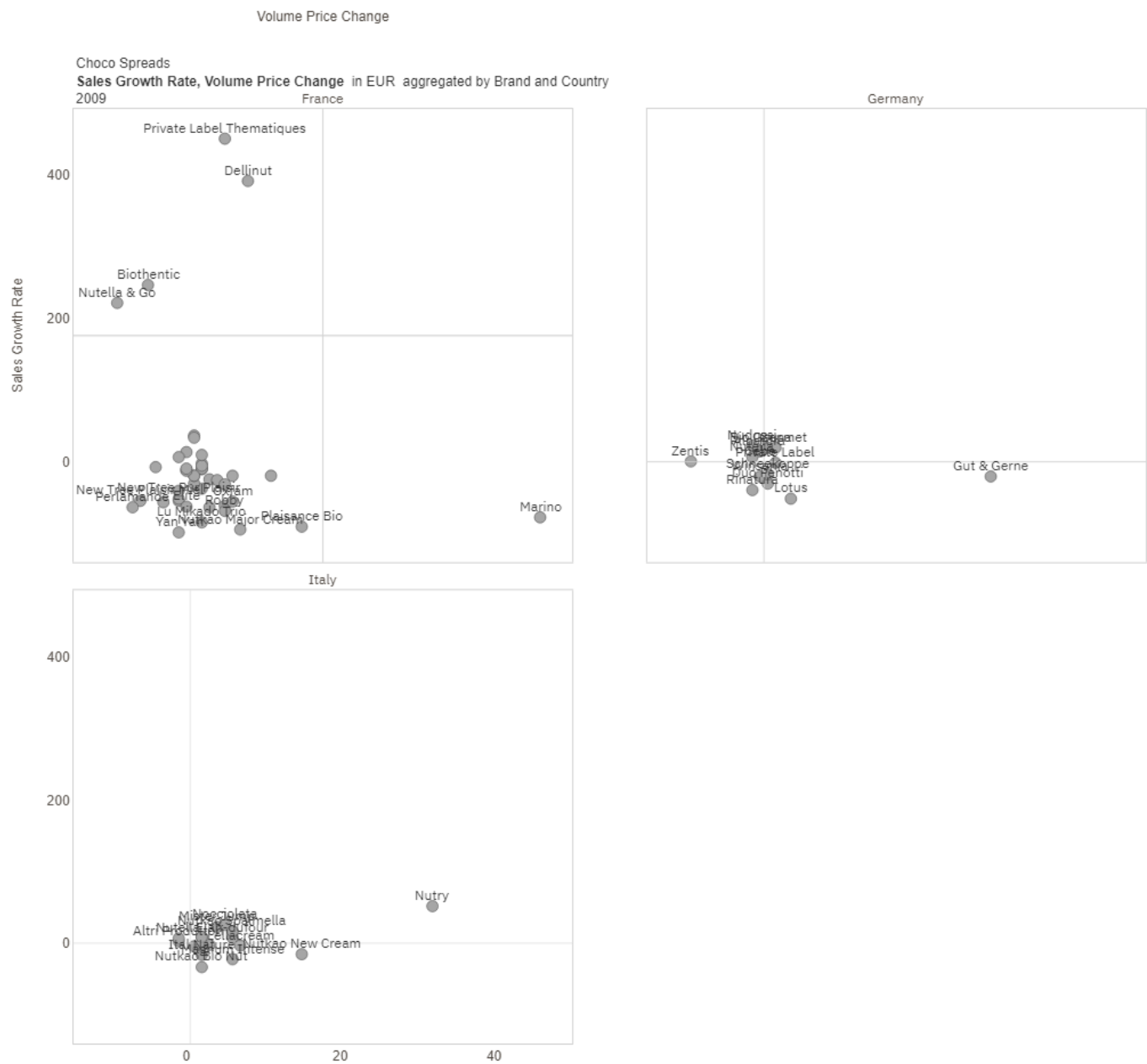
Ferrero dominated the market with \$660.3 million in sales and a volume of 141.3 million units. Private Label was the budget-friendly option, with \$73.8 million in sales, a volume of 28.4 million, and a lower price of \$2.60 per unit. Premium segment players like Nutkao and Saechsische Spezialitaeten Hartmann had higher prices, while Fzentis, Cebe, and Altri Produttori were mid-range and niche players. The significant presence of smaller brands in the "Other rank >10" category highlighted the market's diversity and potential for differentiated products.



Most Choco Spreads brands were stable in 2009, with minor price changes and limited sales growth. But there were some outliers: Private Label Thermorousses achieved a whopping 400%+ Sales Growth Rate without changing its price. Nutella & Co and BioEthnic also saw impressive 200-300% growth while keeping prices stable, possibly thanks to strong marketing or product innovation. DietToast had moderate sales growth but the biggest drop in Volume Price Change, suggesting they grew by cutting prices.



France's Chocolate Spreads market in 2009 had the most variability, with several brands showing significant sales growth but mixed volume price changes. Germany was the most stable, with brands closely aligned near no change in sales growth or volume price. Italy followed a similar pattern to Germany, with Nutzy showing moderate sales growth. The scatter plots indicated no strong correlation between volume price changes and sales growth rate across the three countries.



Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

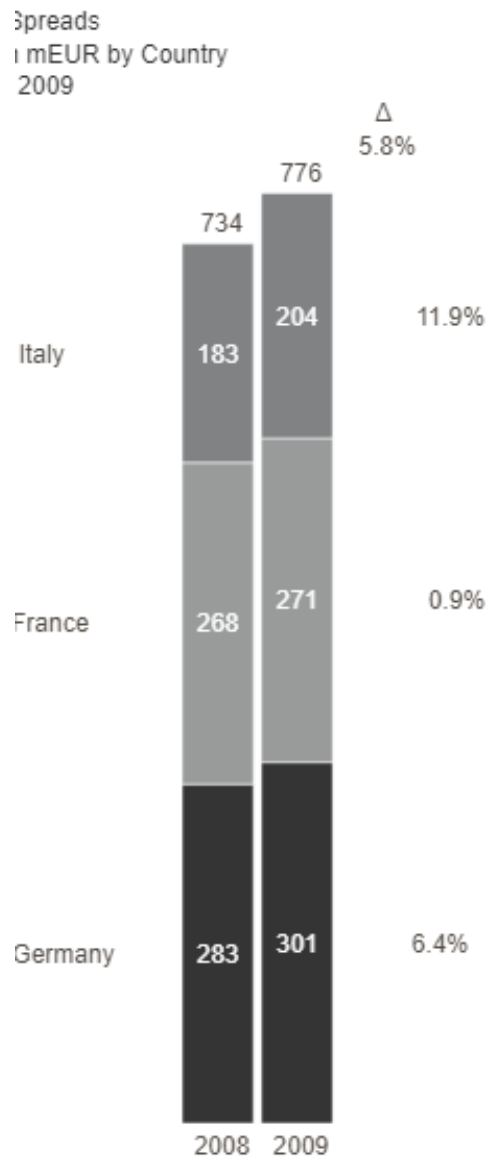
Backup

The overall sales CAGR from 2008 to 2009 across France, Germany, and Italy was 5.8%, indicating healthy macro-level growth (p.34). Sales and volume increased during this period, with the business selling more units in 2009 than in 2008 (p.35). However, growth rates varied significantly by country, with Italy experiencing a remarkably high growth rate of 11.9%, Germany's 6.4% growth rate aligning closely with the overall rate, and France's 0.9% growth rate indicating relatively stagnant market conditions (p.34).

Among the companies, Ferrero exhibited the highest growth with a CAGR of 7.3% from 2008 to 2009 (p.36). Zentis also showed impressive volume growth at 11.0%, followed by Nutella at 7.8% (p.37). In contrast, Private Label and Other rank >3 companies experienced a decline in sales, with CAGRs of -2.6% and -3.7% respectively (p.36). Private Label and Private Label Classiques also declined in volume, each with a CAGR of -3.4% (p.37). Fzentis showed a modest growth with a CAGR of 1.3%, significantly lower than Ferrero (p.36).

The overall volume CAGR was 6.0% from 2008 to 2009 (p.37), closely aligned with the sales CAGR of 5.8% (p.35). This suggests that the increase in sales was primarily driven by an increase in the number of units sold rather than price increases or other factors.

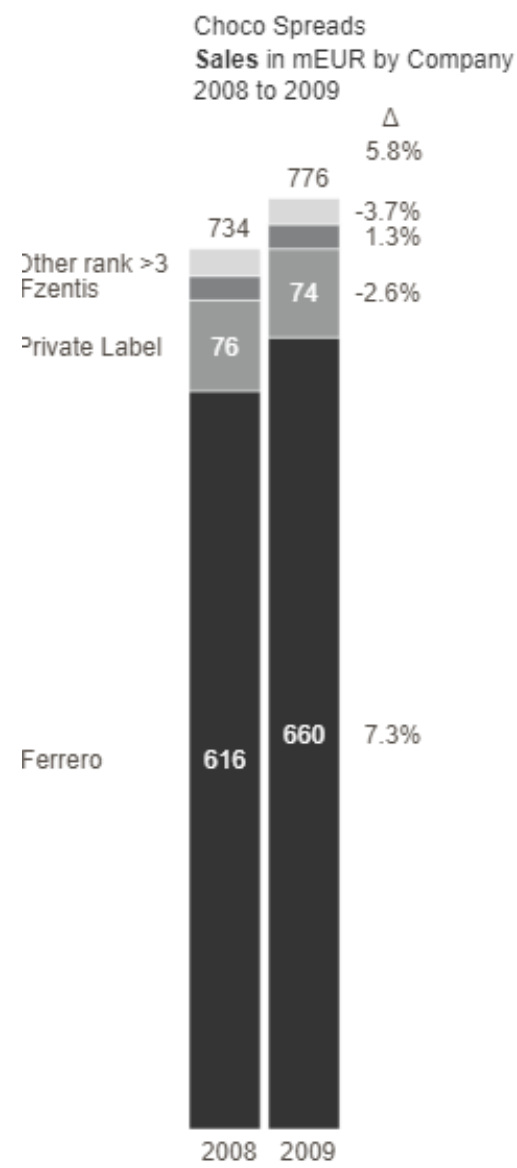
The overall sales CAGR from 2008 to 2009 across France, Germany, and Italy was 5.8%, indicating healthy macro-level growth. However, growth rates varied significantly by country. Italy had a remarkably high growth rate of 11.9%, despite starting with the lowest 2008 sales figures. Germany's 6.4% growth rate aligned closely with the overall rate, showing steady and strong performance. France's 0.9% growth rate indicated relatively stagnant market conditions.



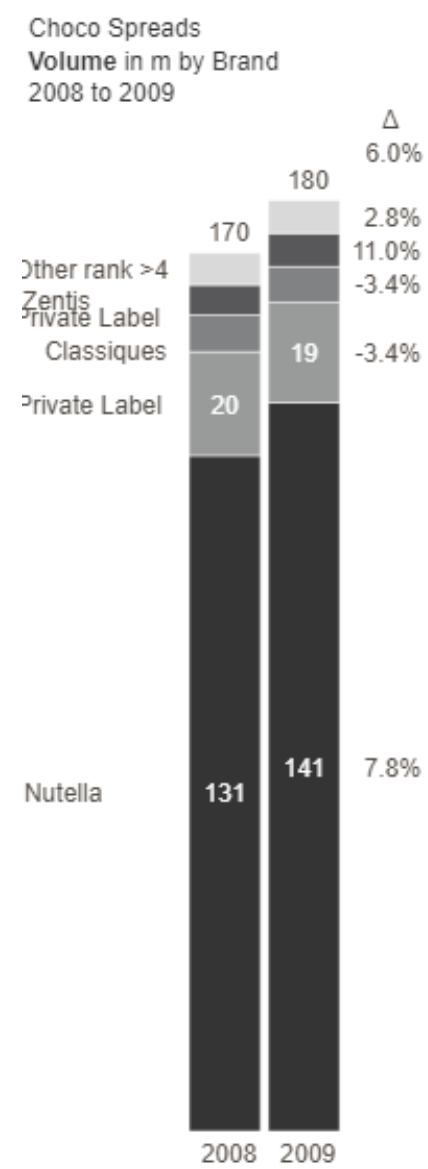
Sales and Volume increased from 2008 to 2009, a positive trend. The Sales CAGR was 5.8% over this period, suggesting healthy growth. The business sold more units in 2009 than in 2008.



Ferrero exhibited the highest growth with a CAGR of 7.3% from 2008 to 2009. In contrast, Private Label and Other rank >3 companies experienced a decline in sales, with CAGRs of -2.6% and -3.7% respectively. Fzentis showed a modest growth with a CAGR of 1.3%, significantly lower than Ferrero.



The overall volume CAGR was 6.0% from 2008 to 2009. Zentis showed the highest growth at 11.0%, followed by Nutella at 7.8%. However, both Private Label and Private Label Classiques declined, each with a CAGR of -3.4%.



Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

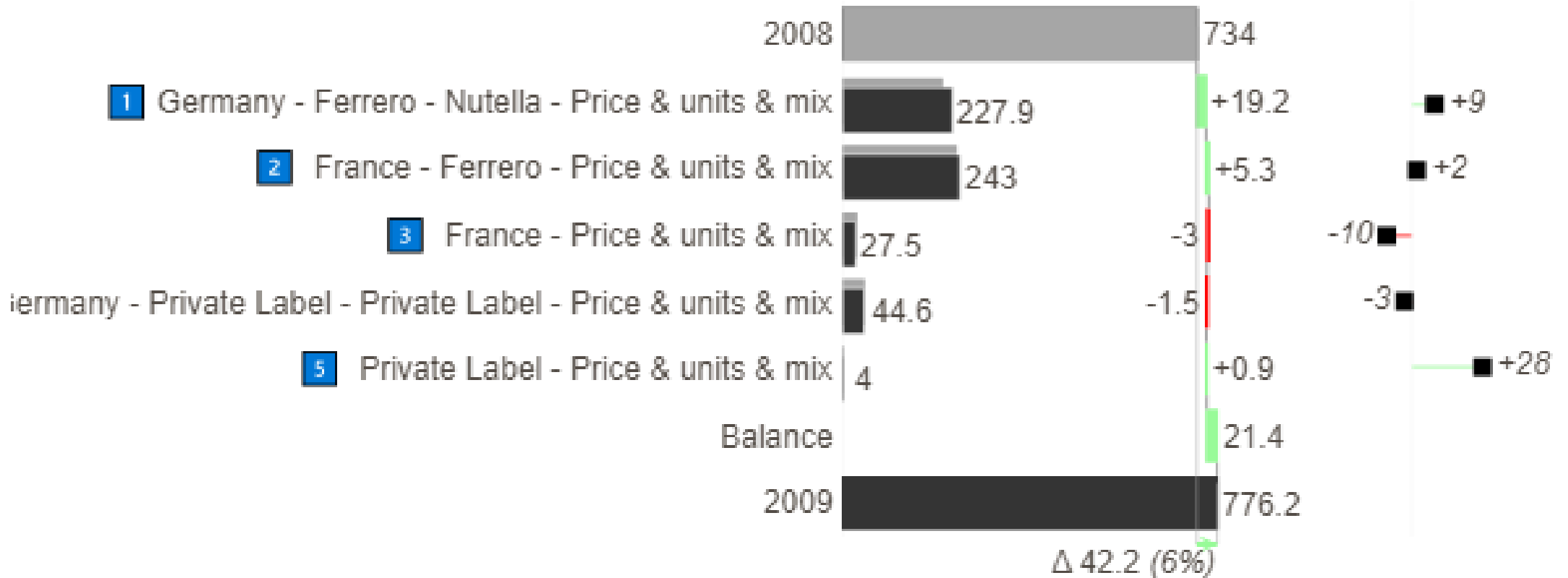
Backup

Choco Spreads

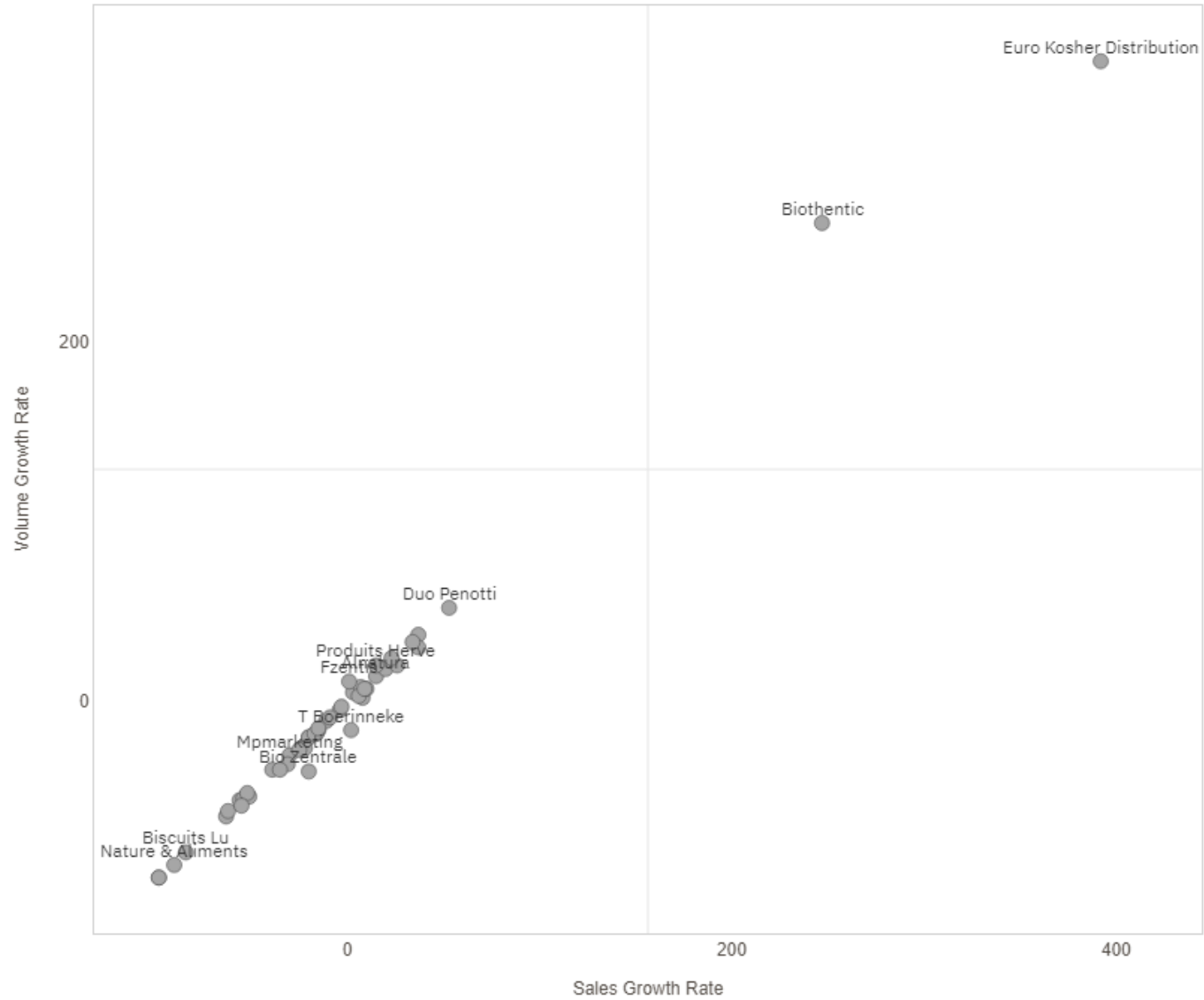
Price & Units & Mix in mEUR

2009 AC vs PY

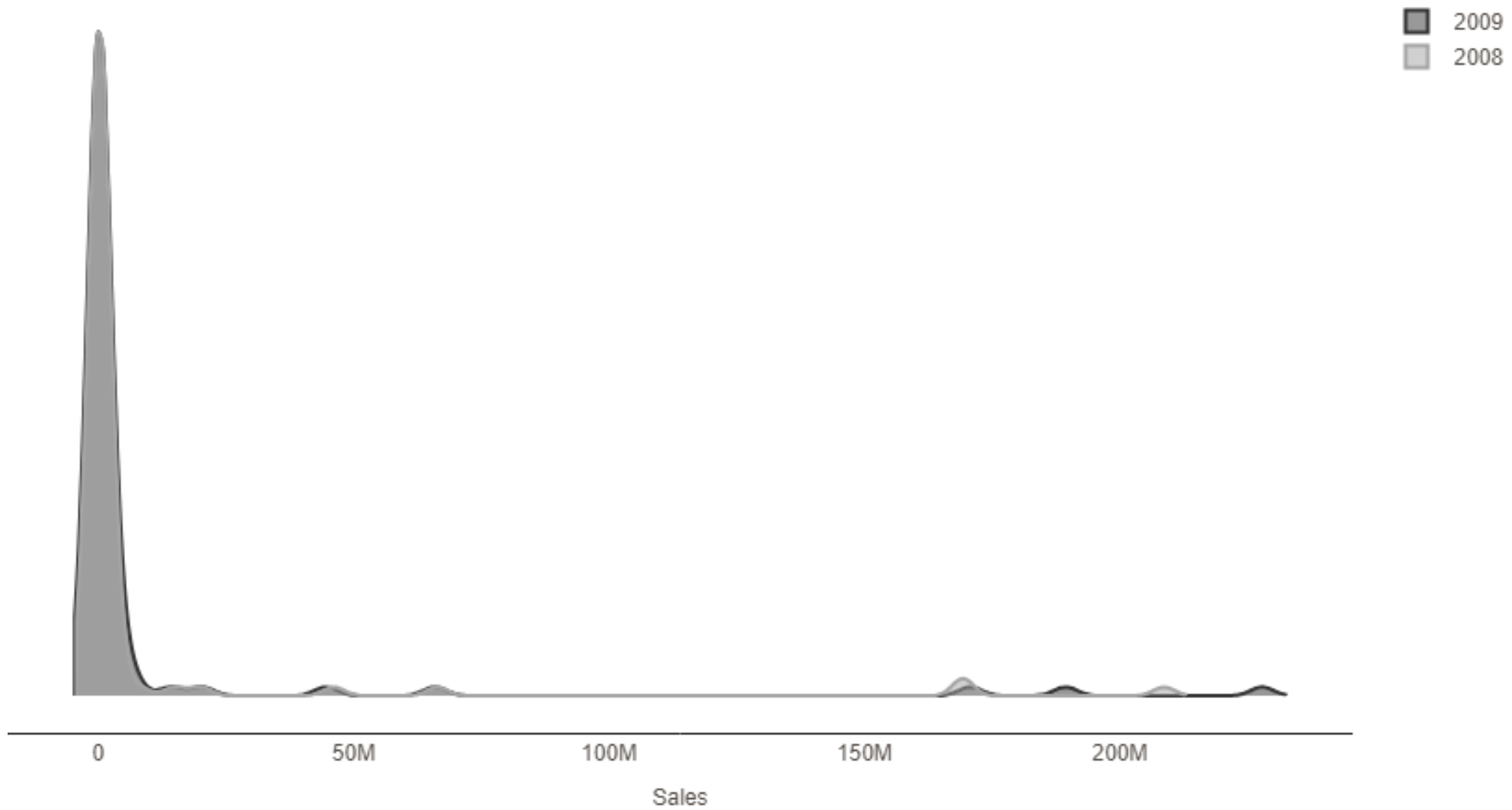
Δ%



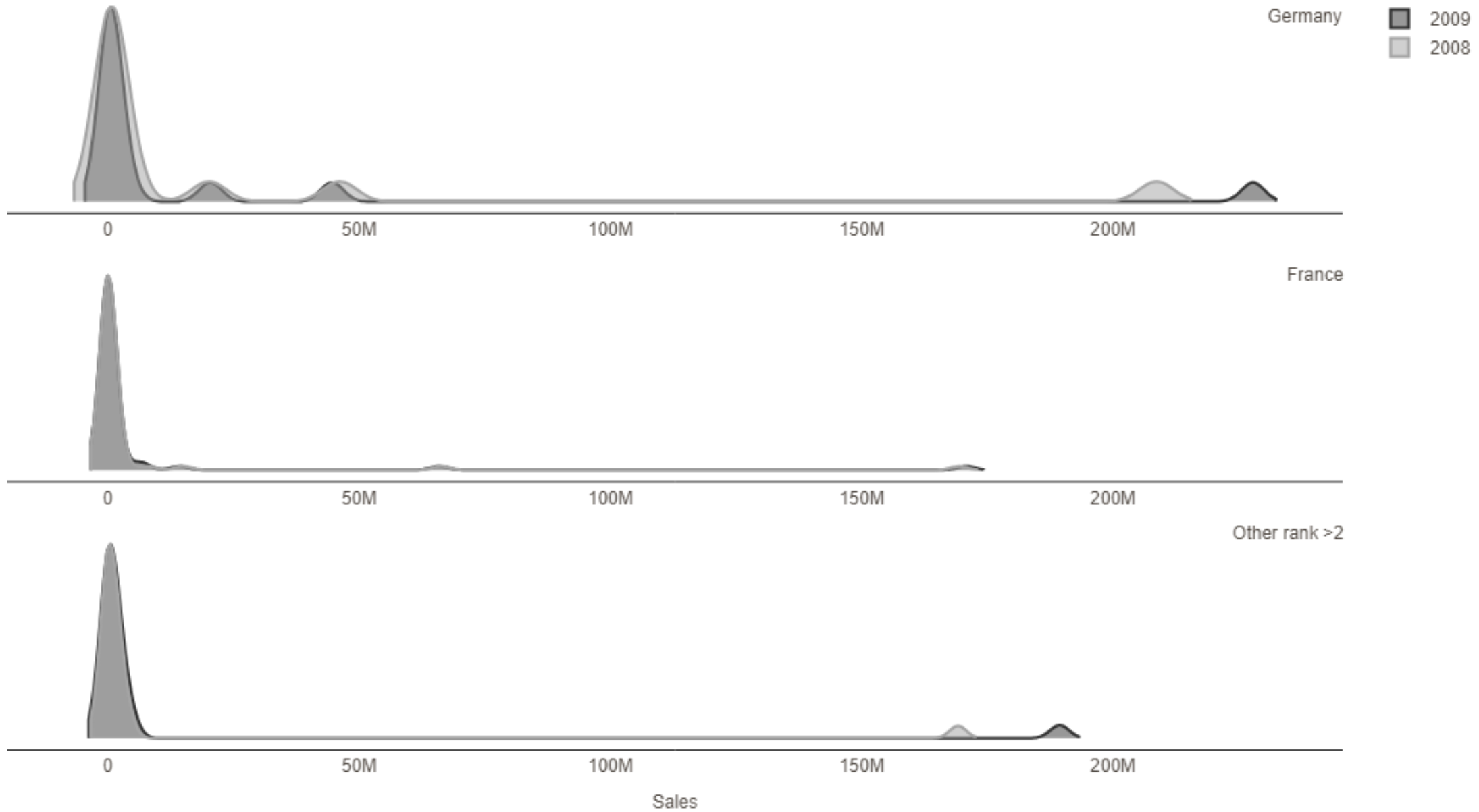
Choco Spreads
Volume Growth Rate, Sales Growth Rate aggregated by Company
2009



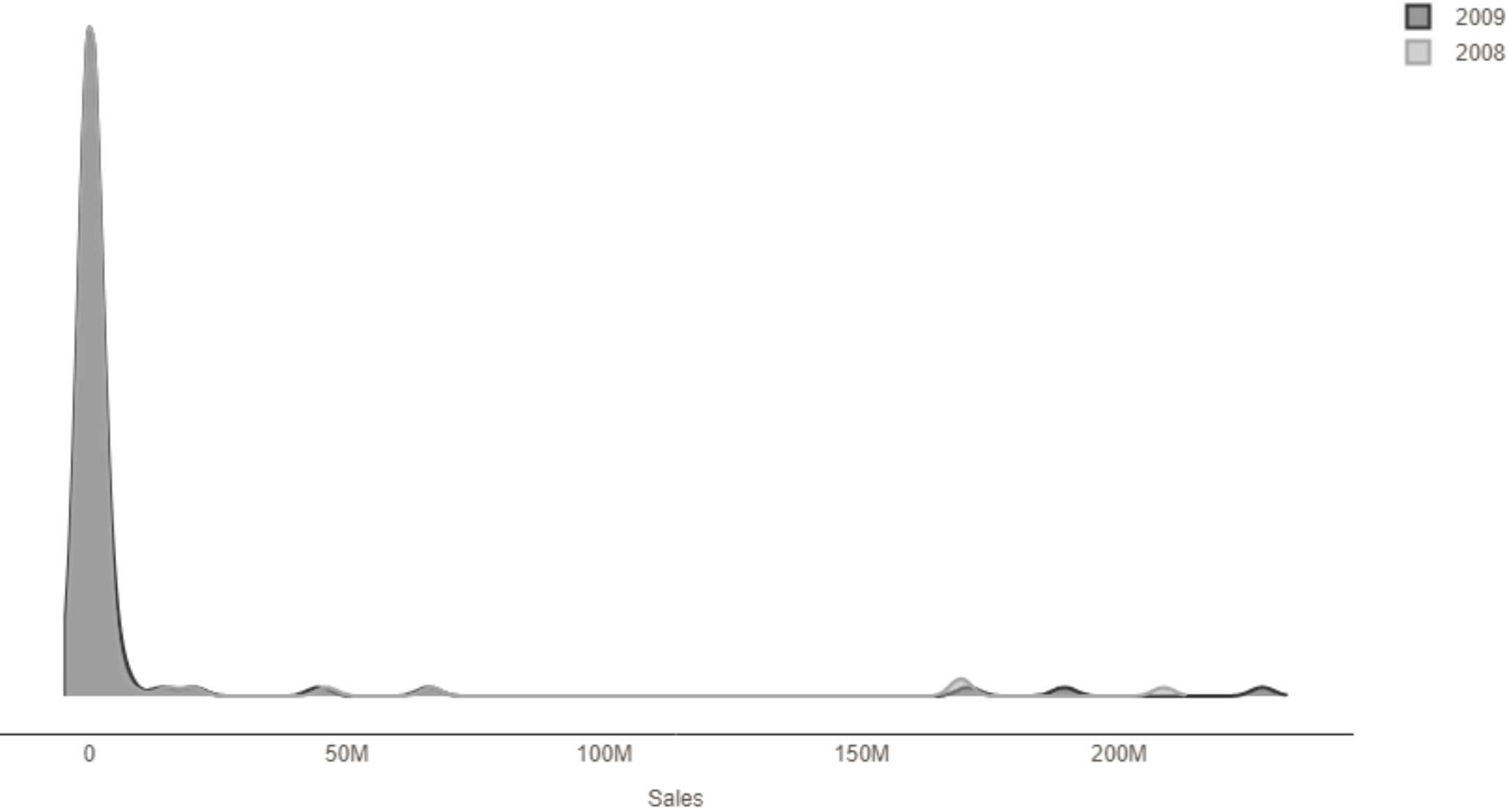
Choco Spreads
Sales in EUR, by observation
2008 vs 2009



Choco Spreads
Sales in EUR, by observation by Country
2008 vs 2009



Choco Spreads
Sales in EUR, by observation
2008 vs 2009



Choco Spreads
Sales by Brand in mEUR
2008 to 2009



Choco Spreads
Volume by Company in m
2008 to 2009

