



CHOCOLATE CONSUMPTION TRENDS IN INDIA



DEMOGRAPHICS DEEP DIVE

OVERVIEW

BEHAVIOURAL INSIGHTS

Cadbury Dairy Milk

Top Brand

Local Shop

Top Purchase Mode

6481

Total Consumers

₹ 1.03K

Avg Spend

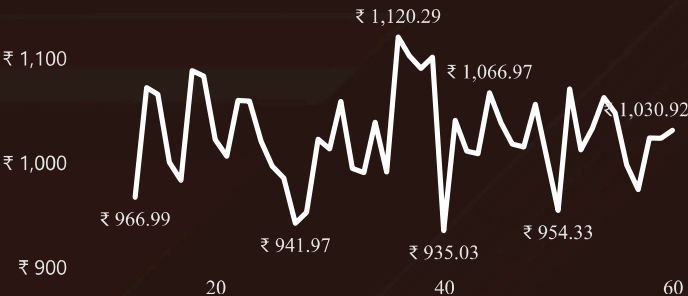
Happy

Top Mood

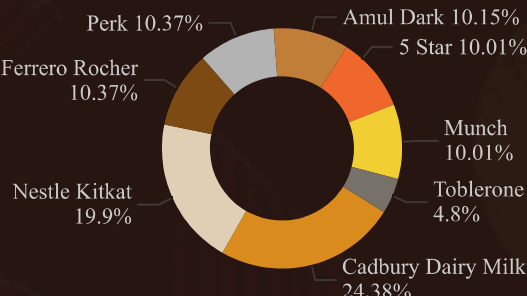
Birthday

Top Occasion

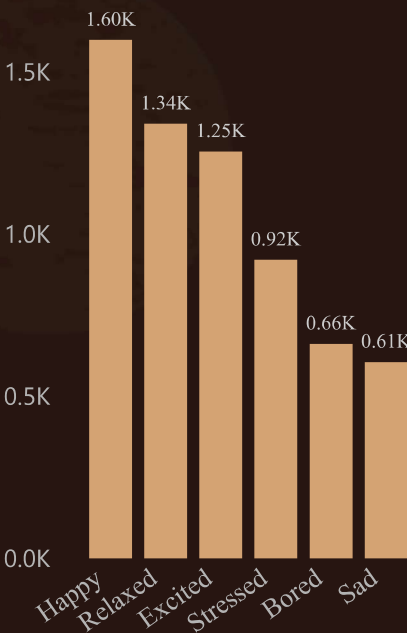
Age VS Average Spend



Brand Preference Distribution



Purchase Frequency by Mood



Gender

- ☐ Female
☐ Male
☐ Other

Mood

All

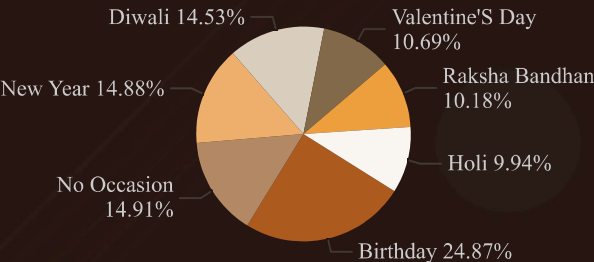
Region

All

Purchase Mode

All

Purchase Frequency by Occasion



Average Spend by Region





BEHAVIOURAL INSIGHTS



Region

All

Monthly

Common Purchase Frequency

71.3%

Purchase Consistency

Under 18

Top Age Group

0.55

Spend Variability Index

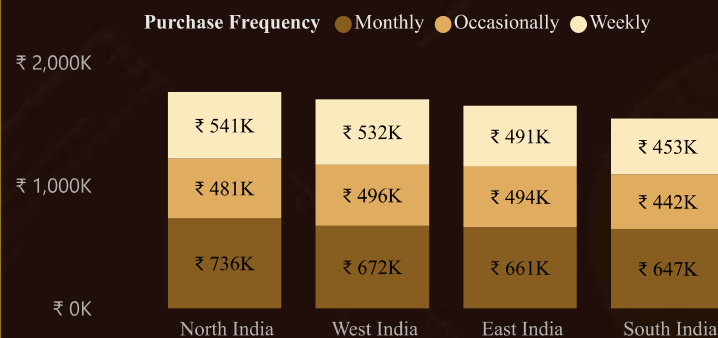
Mood

All

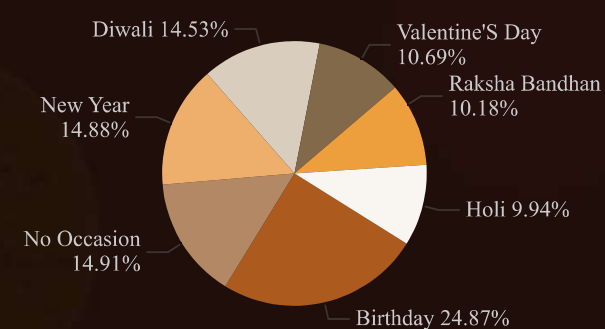
Average Spend by Purchase Frequency



Average Spend by Region and Purchase Frequency



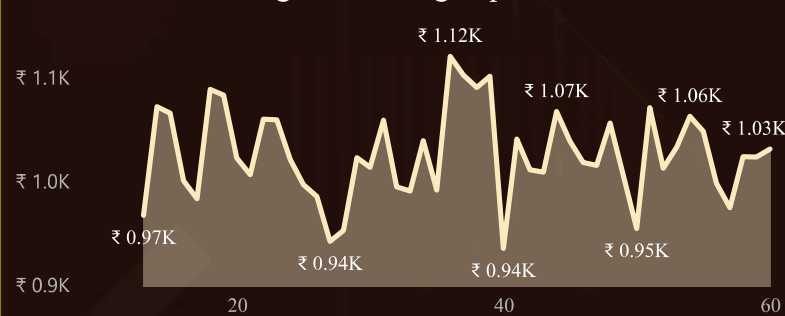
Count of Customer by Occasion



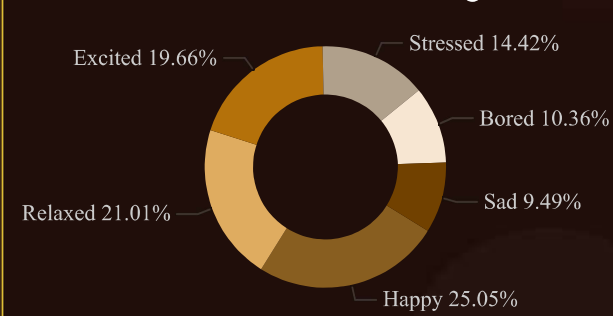
Customer Satisfaction Index



Age VS Average Spend



Mood While Purchasing





DEMOGRAPHICS DEEP DIVE



Region

All

North India

Top Spending Region

26.5%

Regional Spend Share

51.1%

Premium Spend Share

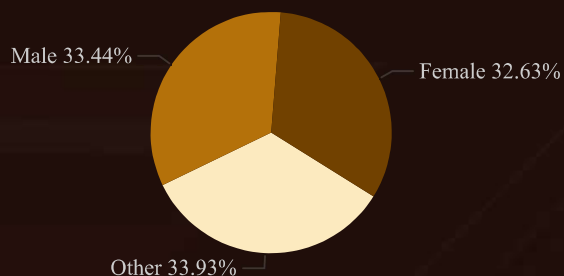
Happy

Top Mood

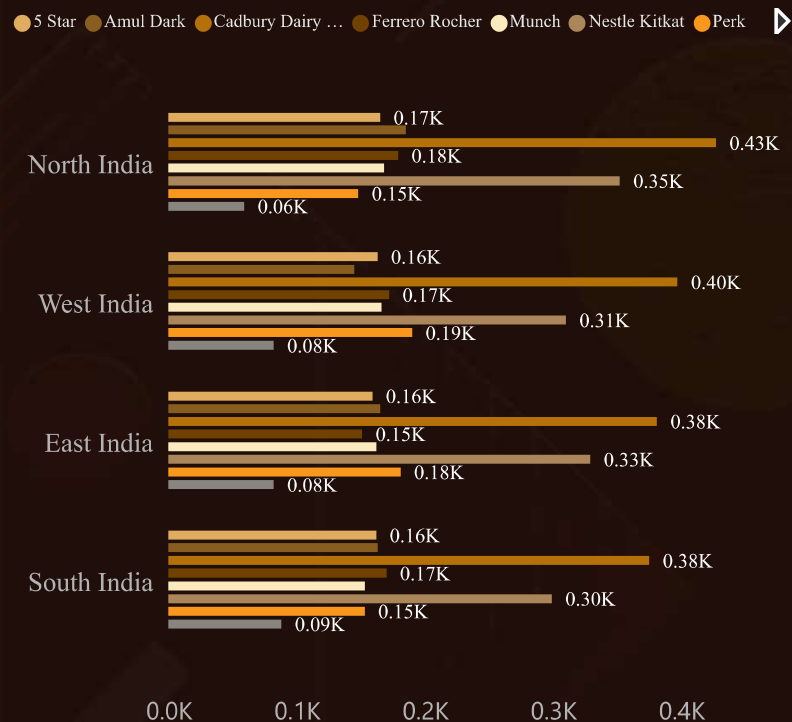
Occasion

All

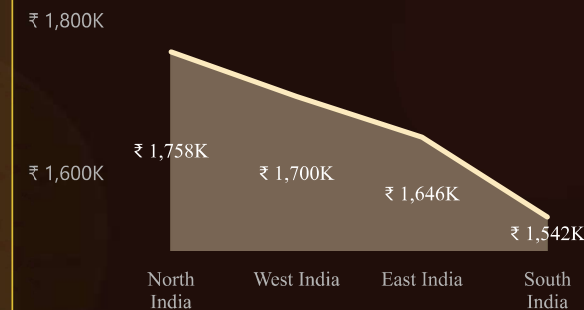
Gender wise distribution



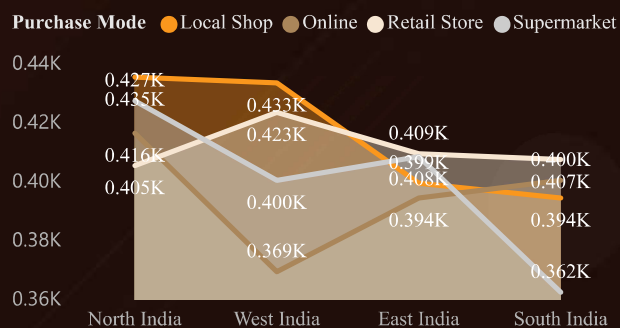
Customers by Region and Brand



Average Spend by Region



Regional Purchase Mode Preference



Customer Count by Purchase Frequency

