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CONSUMER & BRAND

Brand KPIs for chocolate & candy bars: Talento in Brazil

Consumer Insights report

Consumer Insights
by statista 

October 2024



Discover your Brand KPI scores. Benchmark against competitors and measure your brand's market impact

Introduction: study details

The report

This report has been created using the data from Statista's Consumer Insights Brand KPIs. The report provides you with key consumer insights and benchmarks for a brand's performance against the industry overall and their competitors.

Our data allows you to measure each brand's position in the market by creating a profile using Statista's 5 key performance indicators. Which are: awareness, popularity, consumption, loyalty, and media buzz.

This report is based on Talento's performance in the chocolate & candy bar market.

If you would like to find out more about the Consumer Insights at [Talento](#) or the Brand Profiler, please click the link below.

Methodology

Design: Online Survey

Duration: approx. 15 minutes

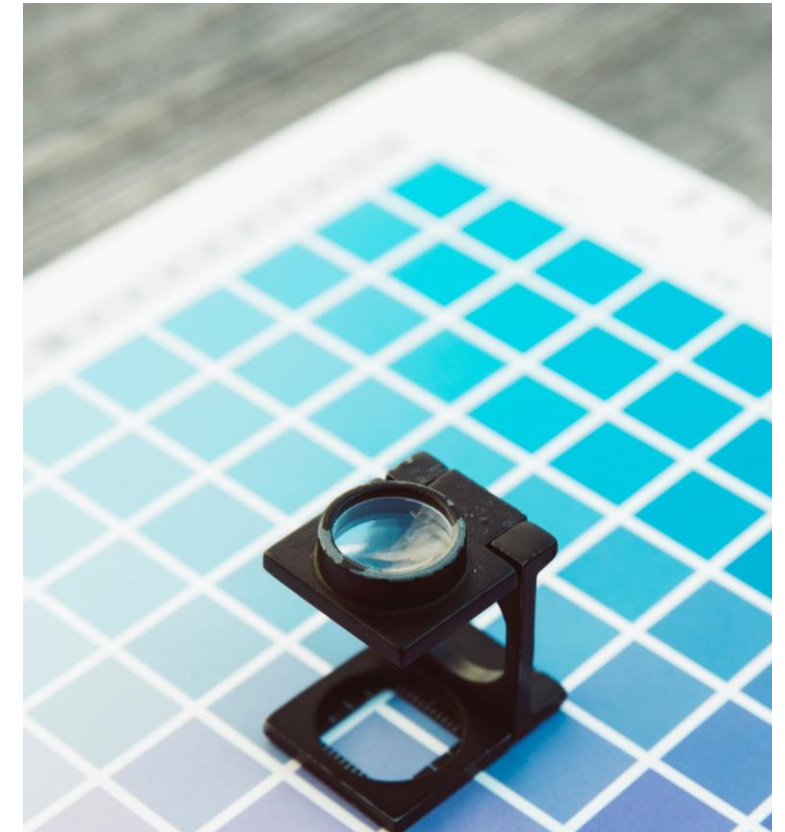
Language: official language(s) of each country with American English offered as an alternative

Regions: Brazil, Germany, India, Mexico, U.S. and UK

Number of respondents: approx. 5000

Sample: Internet users, aged 18 - 64, quotas set on gender and age

Fieldwork: April-May 2024



84% of Talento consumers display loyalty towards the brand

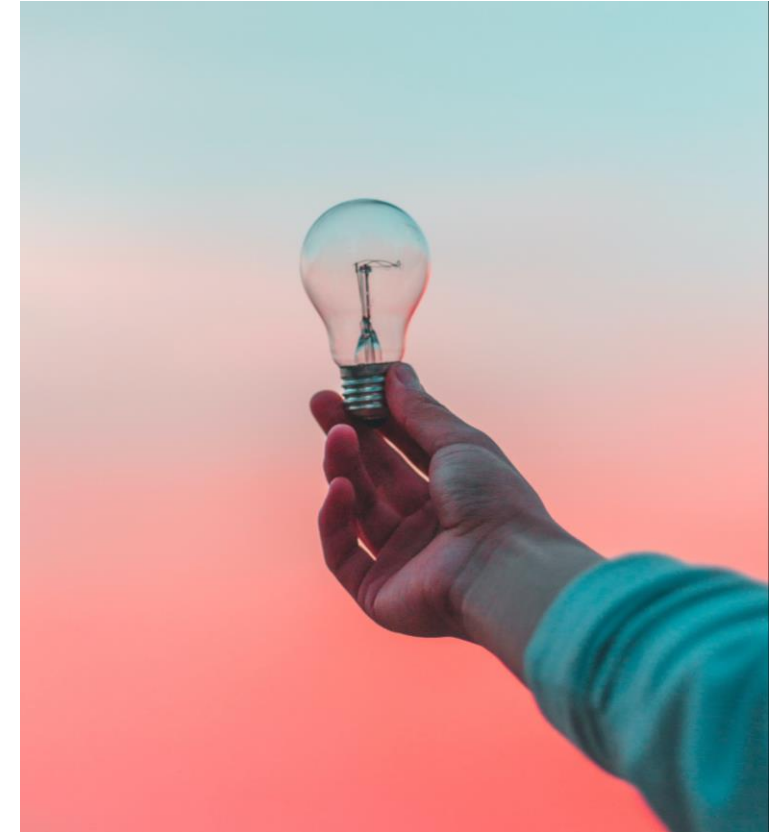
Introduction: key insights

Who does the brand appeal to?

- Talento's branding resonates more with Gen X
- Talento generally appeals to women more than men
- Among Talento enthusiasts, 34% fall under the high-income category
- Consumers want their chocolate & candy bar brands to have reliability, authenticity, and honesty / trustworthiness

How does the brand perform in the market?

- Talento ranks seventh in awareness within the chocolate & candy bar market
- The popularity rating of Talento is 49%
- Talento ranks eighth in consumption
- In terms of loyalty, Talento is tenth in Brazil
- Talento has a score of 13% for media buzz



CHAPTER 01

Brand profile

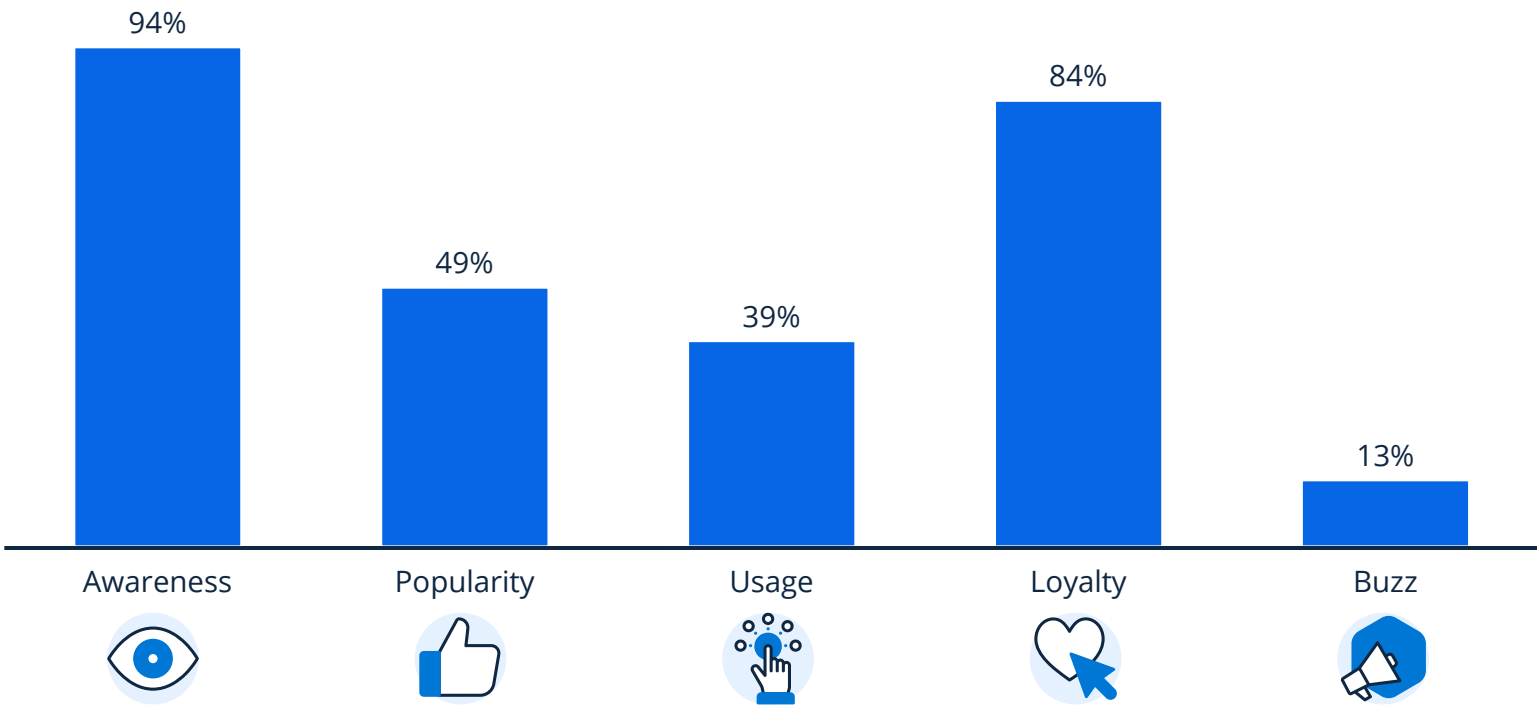
In this section, we show the demographics and attitudes of consumers who say they like this brand versus the share of industry users. The chapter aims to bring clarity to companies who want to know who their branding is currently appealing to and what they think about the industry.



Awareness is the highest scoring KPI for Talento at 94%

Brand profile: snapshot

Brand performance of Talento in Brazil



5 **Notes:** Chocolate & candy bars 'awareness', 'popularity', 'consumption', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,248, all respondents (awareness), n=1,176, respondents who know the individual brand (popularity), n=1,176, respondents who know the individual brand (consumption), n=460, respondents who have consumed the individual brand (loyalty), n=1,176, respondents who know the individual brand (buzz)
Sources: [Consumer Insights Global](#), as of October 2024

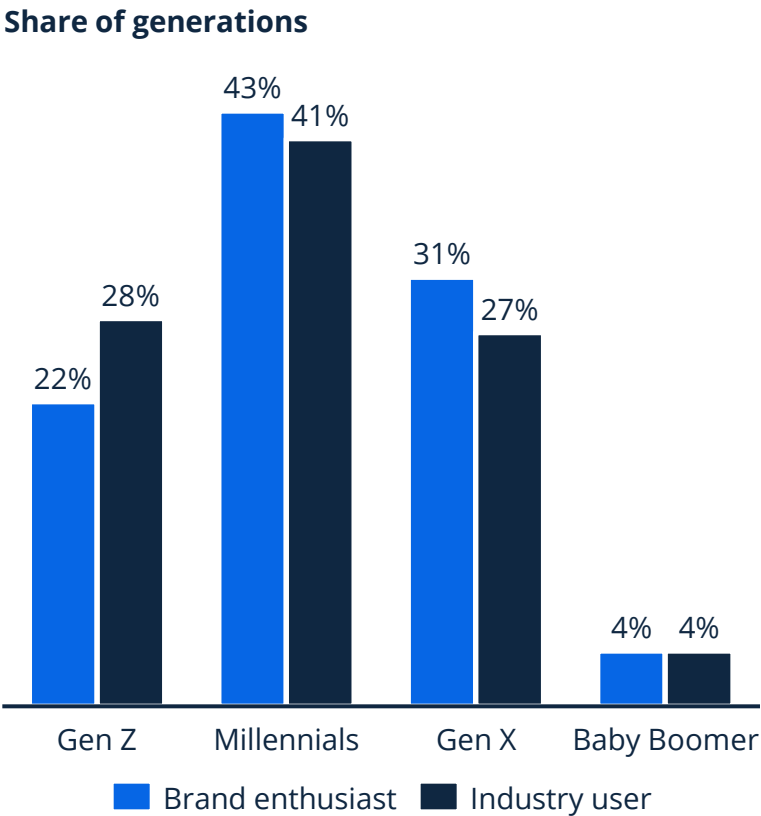
Talento's branding resonates more with Gen X

Brand profile: consumer demographics (1/3)

Measuring attitudes and opinions among generations helps identify your target audience for your next campaigns.

With that in mind, when looking at the share of consumers who like Talento by generation versus the share of industry users in general, we can see that Talento is liked by 4% of Baby boomers and 31% of Gen Xers, whereas the total share of industry users is 4% and 27%, respectively.

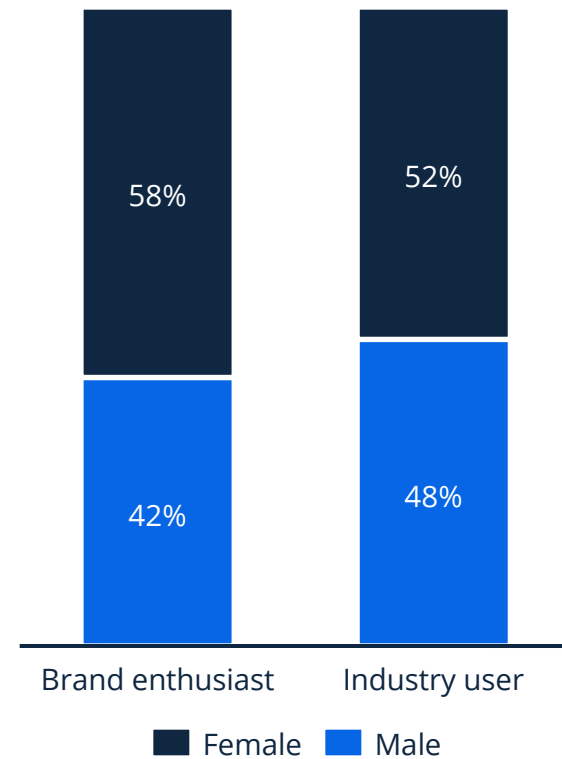
For Millennials and Gen Z, 43% and 22% feel positively towards Talento, versus 41% and 28%. So currently, for Talento, Gen X connects most with their brand compared to the overall industry user.



Talento generally appeals to women more than men

Brand profile: consumer demographics (2/3)

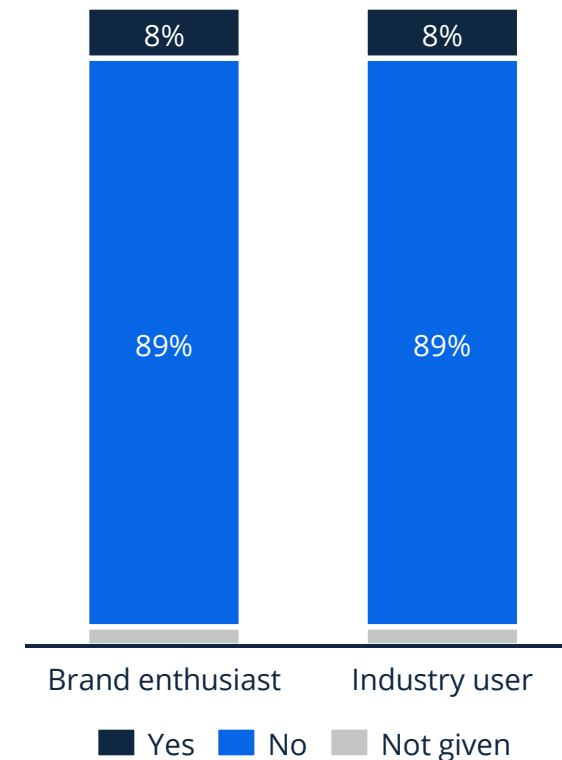
Gender



The Gender split between brand enthusiasts of Talento shows that women are more likely to have an affinity with the brand compared to men.

57% of women like Talento compared to 42% of men, whereas for the overall industry, 52% of women consume chocolate & candy bars compared to 48% of men.

LGBTQIA+ status



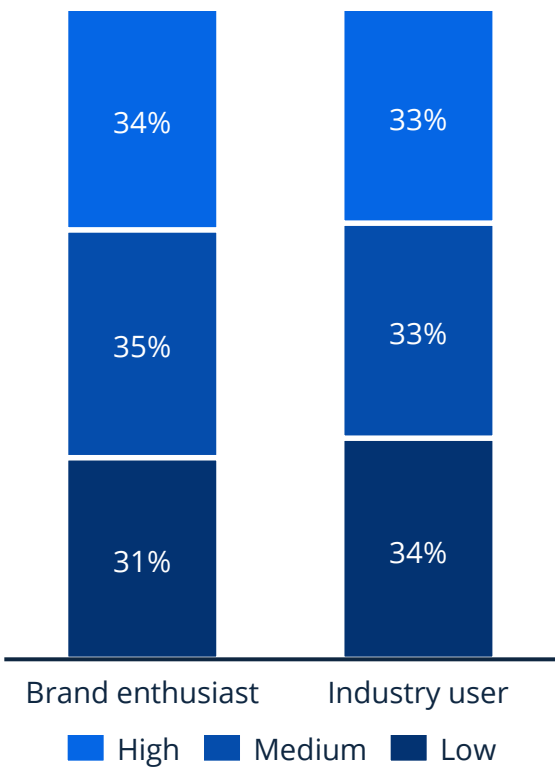
Understanding and respecting the diverse needs and identities of consumers is becoming more and more important, not just from a sensitivity point of view, but also from recognizing potential business opportunities that come with inclusivity and diversity. And currently, Talento has a similar proportion of LGBTQIA+ consumers when compared to the industry users in general.

8% of Talento enthusiasts consider themselves to be part of the LGBTQIA+ community compared to 8% among industry users overall.

Among Talento enthusiasts, 34% fall under the high-income category

Brand profile: consumer demographics (3/3)

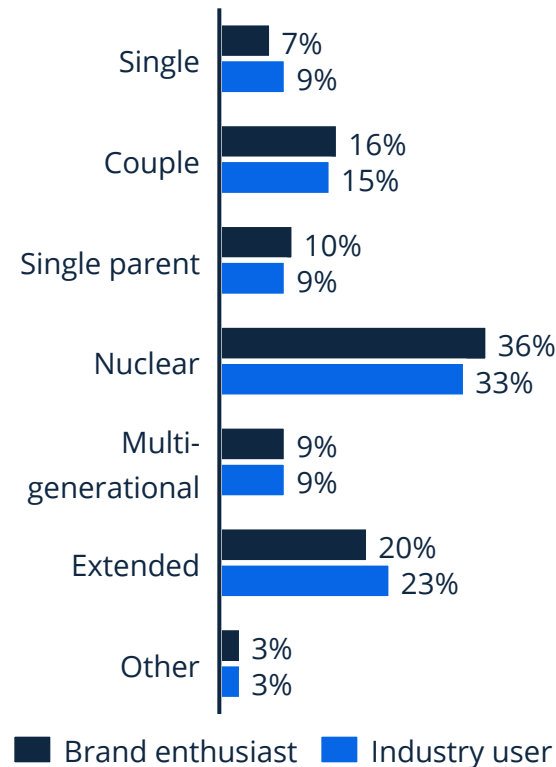
Household income



The graph illustrates the annual household income distribution among enthusiasts of the brand and consumers within the industry.

34% of Talento enthusiasts are from high-income households.

Household type



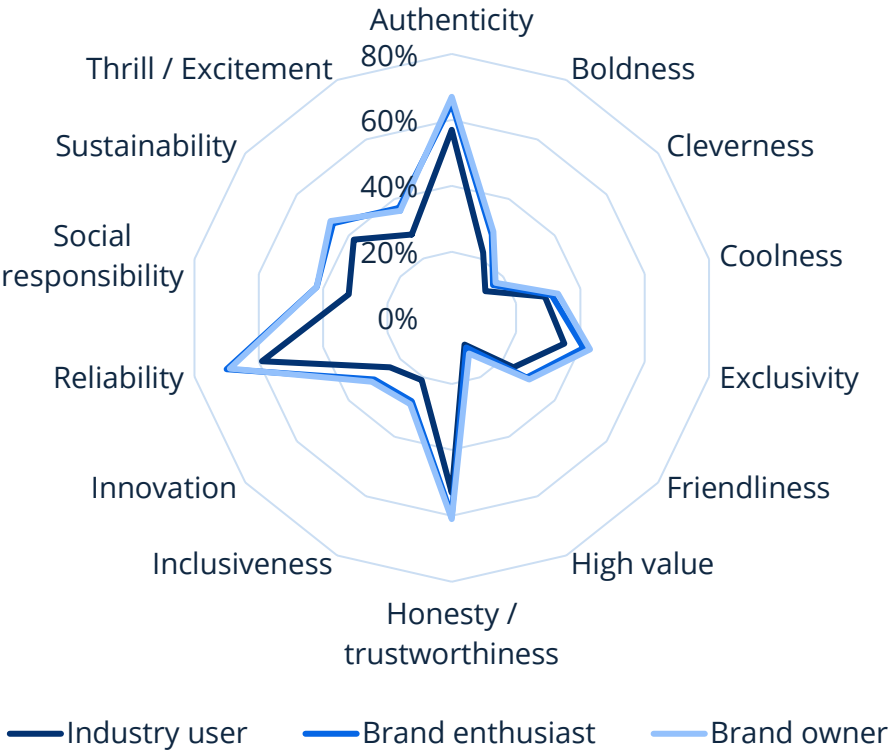
The chart shows the household type, taking into account factors such as household size, family structure, and the number of children.

Talento's brand is generally enjoyed more by consumers who are part of a nuclear household, 36% of Talento enthusiasts have this current living situation.

Consumers want their chocolate & candy bar brands to have reliability, authenticity, and honesty / trustworthiness

Brand profile: qualities

Qualities consumers want from chocolate & candy bar brands



For chocolate & candy bars, the top three qualities consumers want from a brand are reliability, authenticity, and honesty / trustworthiness.

Talento consumers also appreciate these key attributes, indicating Talento exudes these qualities.

The qualities that Talento enthusiasts are least focused on are high value and cleverness.

Talento should work on promoting thrill / excitement to convert enthusiasts into owners.



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