



## Oat m!lk chocolate continues to dominate plant-based chocolate sector

### *The revolution gains momentum*

- B4B Colombian fine chocolate manufacturer, [Luker Chocolate](#), finds in the first year of launch, oat m!lk has accounted for 35% of new business opportunities
- Over half a million expected to participate in 2022 Veganuary worldwide
- Luker Chocolate makes huge strides with oat m!lk chocolate and white oat m!lk chocolate – available for [purchase](#)
- Luker is working with top chocolatiers worldwide to create purpose-driven innovative chocolate products

Over half a million people worldwide participated in Veganuary 2021, with more expected in 2022. Since last year, there has been a huge increase in the amount of vegan friendly products on offer. Research from Mintel found that 17.6 per cent of all new food launches in 2021 claim to be non-dairy or plant-based. This year, new plant-based chocolate has risen dramatically, with new releases coming from leading manufacturers as well as fine chocolate retailers worldwide.

The increase in products makes it easier than ever to partake in Veganuary in 2022. In chocolate, the one ingredient that continues to dominate the market is oat m!lk.

### **Compatibility with dietary requirements**

An alternative to the typically marketed dark chocolate, the popularity of oat m!lk has sky-rocketed over the last year. Consumers looking for non-dairy chocolate, which is still indulgent, have turned to oat m!lk products to satisfy their taste buds, with sales surging more than 70 per cent in 2020, according to Mintel.

Due to oat m!lk's creamy consistency, free-from consumers can indulge in a range of both milk and white chocolate covertures, without sacrificing on taste. These chocolates are also gluten free, adding further compatibility for free-from diets. Plant-based chocolate has also seen a growth of opportunity in the wellness food market. The wellness market is projected to have grown 15 per cent in 2021, and thanks to the lack of health and planet implications in free-from diets, this food sector is set to grow exponentially.

### **Introducing Luker's White Oat m!lk chocolate**

Luker's 43 per cent Balance Oat M!lk chocolate mixes the exquisite flavour of Colombia's Cacao Fino de Aroma. Loved by manufacturers and artisan chocolatiers for its creamy texture, sweet aroma and low bitter flavour, the chocolate B4B manufacturer is also expanding their offering to include 36.6 per

cent White Oat M!lk chocolate. Now, so chocolatiers worldwide can create exquisite plant-based white chocolate products to keep up with the growing white chocolate market, anticipated to reach USD 19.7 billion by 2026.

### **Growing success with clients**

Luker Chocolate debuted oat m!lk chocolate options as part of their health-conscious Balance range in 2021. In 2021, the first year of launch for oat m!lk to the worldwide market, oat m!lk products accounted for 35% of all new business leads. Due to oat milk leading to 80% less greenhouse gas emissions and being better overall for the planet, top chocolatiers are already working with Luker Chocolate to create premium oat m!lk products. It is an exciting moment for premium, plant-based chocolate. Artisan chocolatiers can work with Luker to create purpose-driven products, following best practice in sustainability standards.

All Luker's oat milk chocolate is available by visiting their business [four business website](#).

Manuel de la Peña, VP of Global Sales at Luker Chocolate, says, "Oat m!lk continues to perform very well for us in Europe, and increasingly in American markets. As we turn over into a new year, the oat m!lk chocolate sector continues to grow at pace, with more opportunity than ever to create plant-based and vegan friendly options. As a leading manufacturer, it's our job to ensure demand is met and help our clients create bold new products that continue to shake up the sector."

It's the new, up-and-coming brands that are shaping the chocolate industry in the UK. Chocolatiers must continue to be versatile and adapt to ever-changing consumer demands. While it's often difficult to predict what consumers will want next, brands should carefully monitor the trends and embrace innovation in 2022 and beyond.

-ENDS-

### **Notes for editors**

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### **About Luker Chocolate**

Luker Chocolate is a Colombian B4B (business for business) Colombian, that specialises in helping brands and companies to create purpose-driven products from a wide range of fine chocolate ingredients, made with the highest quality cocoa following the best practice in sustainability standards. As a high-quality chocolate manufacturer, the products are made exclusively from directly sourced Cacao Fino de Aroma and are characterised for their superior taste.

To drive wellbeing across the cocoa value chain, Luker Chocolate partner with brands and companies who are committed to quality and sustainability, developing exceptional tasting and purpose-driven chocolate products.