

Table of Contents

| | |
|---|-----|
| Preface | 5 |
| Introduction | 7 |
| 1 Chocolate as a food product | 13 |
| 1.1 The essence and history of chocolate | 13 |
| 1.2 Supply side of the chocolate market. | 15 |
| 1.3 Regulations in the chocolate industry. | 20 |
| 1.4 Global chocolate consumption. | 22 |
| 2 Chosen aspects of sustainable consumption | 27 |
| 2.1 Towards conscious consumers. | 27 |
| 2.2 Environmental impacts of cocoa farming | 29 |
| 2.3 Shining a spotlight: certification organisations in the chocolate trade | 31 |
| 2.4 The dangers of greenwashing and leanwashing | 36 |
| 3 Germans and Poles – consumer behaviour and beyond | 41 |
| 3.1 Germans and Poles – relations and stereotypes | 41 |
| 3.2 Factors shaping consumption of sweets in both countries. | 45 |
| 3.3 Conditions of the buyers’ behaviour – chosen aspects | 54 |
| 4 The purchasing preferences of Germans and Poles in relation to chocolate | 65 |
| 4.1 Adopted consumers’ age criterion | 65 |
| 4.2 Popularity of chocolate in Germany and Poland | 67 |
| 4.3 Preferences pertaining to varieties of sweets. | 71 |
| 4.4 Situational consumption of sweets | 77 |
| 5 Factors influencing the purchase of confectionery, especially chocolate | 83 |
| 5.1 Product-related factors | 83 |
| 5.2 Economic determinants. | 87 |
| 5.3 Aspects of sustainability. | 91 |
| 5.4 Visibility of brand | 94 |
| Summary | 97 |
| List of figures | 101 |
| List of tables | 105 |
| About the Authors | 107 |