

Table 23.15. Performance of chocolate brands, including branding as an “artisan” product

Country	Brand-chocolate	Total	Women	Men
France	Fait à la main par un artisan chocolatier	10	7	13
UK	Handmade, from a chocolate shop	5	4	6
France	De la marque Nestlé	-2	-2	-3
UK	From Nestlé	-3	-3	3
France	De la marque Mars	-6	-8	-3
UK	From Mars	-1	-1	-1
France	De la marque Suchard	0	-1	1
UK	From Suchard	-1	-2	1