


53% 

of Americans,  
including

70% 

of women, crave chocolate  
more than sex as an  
afternoon "delight"



#1

Among a list of  
traditional aphrodisiacs,  
chocolate is still #1  
(with 49% of US adults  
considering it an aphrodisiac)

61%

of Americans  
eat chocolate  
when they  
need a  
"pick-me-up"



82%

of men agree that  
they like chocolate  
just as much as  
women do

68%

of Americans eat  
chocolate nearly  
every week

