

Nestlé plants KitKat Vegan in travel retail



KitKat Vegan will be available to travel retailers in an exclusive box of three

World Earth Day on April 22 saw Nestlé announce the launch of its first plant-based chocolate, KitKat Vegan, into global travel retail in Q4 with an exclusive Travel Edition.

The move is in response to a growing demand for plant-based chocolate as the number of vegans increases year-on-year, particularly among the millennial and Gen Z generations.

According to Mintel, more than 50% of chocolate eaters in Spain, France and Poland are interested in vegan chocolate, with their counterparts in Italy and Germany just under that figure.

“It’s clear that consumers are increasingly looking for balance in their lifestyles,” said Nestlé International Travel Retail General Manager Stewart Dryburgh. “Nestlé research indicates that nearly two-thirds of millennials are interested in buying organic products with 4/10 considering that plant-based chocolate is better for them than dairy.”

KitKat Vegan will offer the same crispy and creamy chocolate sensation as the original iconic version. Made from vegan plant-based chocolate, with 100% sustainable cocoa sourced through the Nestlé Cocoa Plan in conjunction with the Rainforest Alliance, KitKat Vegan will be available to travel retail in an exclusive box of three.

The KitKat portfolio offers a broad range of product choices which appeal to travelers looking for what the company calls “Deeper Connections” (gifting, sharing, seasonal celebrations, uplifting breaks) and “Elevated Experiences” (travel souvenirs, indulgence, self-treat). The KitKat Vegan option widens the

choice by satisfying consumers looking to make a lifestyle choice within its “Better For You” driver.

Dryburgh continued: “I am delighted that once again Nestlé is pioneering in travel retail by launching a vegan version of our #1 chocolate brand, KitKat. This is another significant step in our journey towards a regenerative, sustainable and carbon-neutral future. I am very proud to be part of a company that takes such a proactive and responsible approach to ensuring a secure future for our planet and generations to come.”

The new product is a natural step for Nestlé towards achieving its goal of halving CO2 emissions by 2030 and reaching net-zero by 2050. KitKat also aims to transition to 100% renewable energy at all factories by the end of 2025 and, as part of this journey, Nestlé is measuring the carbon footprint of its new KitKat Vegan product.