

Nestl  launches KitKat  tablets in Europe

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Designed to capture the growing demand for indulgent and shareable chocolate experiences, Nestl  is launching its new KitKat tablets in Europe. Valued at CHF 7.5 billion, tablets are the second most popular chocolate format in the European chocolate market and have grown by over CHF 1.4 billion over the past two years.

Renowned for providing consumers with a much-needed break during the day, KitKat is now expanding to new occasions, like those relaxing moments at home after work or during the weekend.

KitKat already has a wide-ranging portfolio of tasty chocolate products. With these new tablets, Nestl  is leveraging the brand's iconic crispy wafer and creating a multisensory experience through creamy fillings and visually appealing marbled chocolate. The company aims to reinforce KitKat's position as a leading brand while addressing evolving consumer preferences.

"Consumer insights reveal a significant opportunity to enhance the appeal of filled tablets," said Stefano Agostini, Head of Confectionery Nestl  Zone Europe. "The new KitKat tablets are breaking the codes of the more conservative tablet segment and making them more attractive to younger shoppers, which should drive growth. KitKat is one of Nestl 's most successful brands. We are confident that with its brand power, it can successfully expand into new occasions and segments, enjoying a break at home while sharing a piece of chocolate with loved ones."