

Market Trends: I've observed a growing trend on social media, particularly on Instagram and TikTok, where influencers and brands focus on "cozy" products and self-care gifts. Hot chocolate, being a comforting and universally loved treat, fits perfectly into this trend. Customer Feedback: Based on customer feedback and surveys, many people are looking for unique, thoughtful gift ideas—especially during the holiday season. A hot chocolate box provides an elegant yet accessible gift option that people can enjoy with family and friends.