

## Press Release

### Confectionery manufacturers remained under pressure in 2021

**For the second time in a row, Swiss confectioners are looking back on a challenging business year. The negative trend of the previous year continued in 2021. The period 2019 and 2021 saw total industry turnover fall by around a quarter. As the industry exports over 80% of its products, this result is largely due to the trend in the export business. However, the political climate also poses a challenge.**

Total sales by volume fell by 19.5% in 2021, with sector-wide turnover declining by 12.9%. The decline in business already observed in the previous year is primarily a consequence of the coronavirus pandemic. However, the political climate also poses a challenge. In an environment already characterised by rising raw material costs, the increase in the price of Swiss sugar decided by Parliament represents an additional drawback for Switzerland as a production location.

#### Continuing negative trend in the domestic business

In the sector's domestic business, both sales volumes and turnover in 2021 were 10.1% and 7.3% below the previous year respectively. Compared to the previous year, imports increased in terms of volume (3.8%) and value (7.9%). The import share of the Swiss sugar confectionery market remains at a very high level (80.7%), having increased by a further 3.0% compared to the previous year. Between 2019 and 2021, the market share of importers in Switzerland rose from 76.7% to 80.7%. Most (48.5%) of the significantly cheaper imported goods in 2021 came from Germany. Per capita consumption, at 3.03 kg, was the same as in the previous year.

#### Exports down again

Switzerland's confectioners also suffered setbacks in the export business. While sales by volume fell by 21.3%, turnover declined by 14.5% to CHF 212.2 million. The export share of total production in 2021 was 82.0%. In 2021, 92 countries were supplied with Swiss confectionery. Germany topped the list of export destinations with a share of 25.5%, followed by the USA, France and Spain.

#### Hard sweets are the main confectionery product

By far the most popular confectionery product in 2021 was hard sweets, which accounted for 61.7% of total production. Sales of hard sweets (-27.3%), jelly and gum sweets (-9.0%) and other shaped confectionery such as sugar-coated confectionery, chewing gum and marzipan products (-3.2%) declined. The only positive sales trend was in soft sweets (+34.1%). There was also a decline in Swissmedic-registered products (-10.0%). Sugar-free articles accounted for a share of 57.9% of total production in 2021.

***BISCOSUISSE** gathers, among others, the industrial Swiss manufacturers of sugar confectionery products. The 12 companies operating in this sector employed 890 people (446 women and 444 men) in Switzerland in 2021.*

## Key Data for the Swiss Sugar Confectionery Industry in 2020

<p><b>Number of companies:</b> <span style="float: right;"><b>12</b></span></p> <p><b>Sales in tonnes:</b> <span style="float: right;"><b>28,138 (-19,5%)</b></span></p> <p>- of which domestic <span style="float: right;">5'075 (-10,1%)</span></p> <p>- of which for export</p> <p>- companies reporting to BISCOSUISSE 23'063 (-21,3%)</p> <p>- overall (source: FCA<sup>1</sup>) <span style="float: right;">29'169 (-16,1%)</span></p> <p><b>Sales in CHF millions:</b> <span style="float: right;"><b>279,2 (-12,9%)</b></span></p> <p>- of which domestic <span style="float: right;">66,9 (-7,3%)</span></p> <p>- of which for export</p> <p>- companies reporting to BISCOSUISSE 212,2 (-14,5%)</p> <p>- overall (source: FCA<sup>1</sup>) <span style="float: right;">275,0 (-10,7%)</span></p> <p><b>Proportion of export (volume):</b> <span style="float: right;"><b>82,0%</b></span> (as a share of total production)</p>	<p><b>Most important export markets:</b> (as a proportion of export volumes, source FCA<sup>1</sup>)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">1. Germany</td> <td style="text-align: right;">25,5 %</td> </tr> <tr> <td>2. USA</td> <td style="text-align: right;">21,1 %</td> </tr> <tr> <td>3. France</td> <td style="text-align: right;">10,3 %</td> </tr> <tr> <td>4. Spain</td> <td style="text-align: right;">7,6 %</td> </tr> </table> <p><b>Main products:</b> (as a proportion of sales)</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">- Hard sweets</td> <td style="text-align: right;">61,7 %</td> </tr> <tr> <td>- Other moulded sugar confectionery</td> <td style="text-align: right;">19,2 %</td> </tr> <tr> <td>- Jelly sweets and gumdrops</td> <td style="text-align: right;">14,7 %</td> </tr> <tr> <td>- Soft sweets</td> <td style="text-align: right;">2,6 %</td> </tr> </table> <p><b>Proportion of sugar free products:</b> <span style="float: right;"><b>57,9 %</b></span> (as a share of total production)</p>	1. Germany	25,5 %	2. USA	21,1 %	3. France	10,3 %	4. Spain	7,6 %	- Hard sweets	61,7 %	- Other moulded sugar confectionery	19,2 %	- Jelly sweets and gumdrops	14,7 %	- Soft sweets	2,6 %
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Please find more detailed statistical data very soon on the website of BISCOSUISSE, under the rubric "[Zahlen & Fakten Zuckerwarenindustrie](#)".

Bern, 4<sup>th</sup> April 2022

<sup>1</sup> Source: Foreign trade statistics 2021 of the Federal Customs Administration (FCA)