

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

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|--|--|------------|--------|--------|--------|-----------|--------|----------|-------|---------------|--------|-------------------------------------|--------|-----------------------------|--------|---------------|-------|
| <p>Number of companies: 12</p> <p>Sales in tonnes: 28,138 (-19,5%)</p> <p>- of which domestic 5'075 (-10,1%)</p> <p>- of which for export</p> <p>- companies reporting to BISCOSUISSE 23'063 (-21,3%)</p> <p>- overall (source: FCA¹) 29'169 (-16,1%)</p> <p>Sales in CHF millions: 279,2 (-12,9%)</p> <p>- of which domestic 66,9 (-7,3%)</p> <p>- of which for export</p> <p>- companies reporting to BISCOSUISSE 212,2 (-14,5%)</p> <p>- overall (source: FCA¹) 275,0 (-10,7%)</p> <p>Proportion of export (volume): 82,0% (as a share of total production)</p> | <p>Most important export markets: (as a proportion of export volumes, source FCA¹)</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>Main products: (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>Proportion of sugar free products: 57,9 % (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, 4th April 2022

¹ Source: Foreign trade statistics 2021 of the Federal Customs Administration (FCA)