# CHOCOSUISSE-Bulletin 2025 (Business year 2024)

**2024 was another challenging year for the Swiss chocolate industry. The overall volume of Swiss chocolate sold remained virtually unchanged in 2024. Modest growth in the domestic market was offset by stagnating exports. The outlook remains uncertain due to record cocoa prices and increasing regulatory pressure.**

## Total sales

In 2024, the total sales volume of Swiss chocolate rose slightly by 0.6% to 209,096 tonnes. In the meanwhile, the industry turnover rose by 13.3 % to 2,208 million francs. The record cocoa prices led chocolate producers to introduce the first price increases. This increase in turnover reflects higher procurement costs for cocoa.

## Domestic market

The volume sold on the domestic market performed well with a 1.7% increase. Swiss market sales rose by 6.9% in 2024 to CHF 926.7 million. Per capita consumption in Switzerland declined by 2.4% to 10.6 kg. While consumption of Swiss chocolate remained stable (+0.1% to 6.3 kg), consumption of imported chocolate fell by 4.0% to 4.3 kg. However, the market share of imports in Switzerland remains high at 40% – compared with just 19% in 2000.

## Export

The volume sold abroad in 2024 was 150,815 tons (+0.2% compared to 2023). This generated sales of 1,281 million Swiss francs (+18.4%). Exports accounted for 72.1% of total production, slightly below the previous year's figure of 72.4%. The export ranking remained unchanged compared with the previous year and continues to be dominated by European countries. Germany remains in the lead, followed by the United Kingdom, France, and Canada. The United States, in fifth place, saw the strongest growth of around 1,039 tons.

## Employment

In 2024, the 16 companies in the industry employed an average of 4,836 people on a permanent basis, almost half of whom were women. The Collective Labour Agreement (CLA), which was revised in 2022, guarantees employees in the Swiss chocolate industry progressive working conditions.

## Cost trend

The industry had to contend with sharply rising raw material costs again in 2024. So, the average price of cocoa beans rose by 43.5% compared to the previous year. Hazelnuts (+17.2%) and sugar (+7.1%) were also more expensive. The price of cocoa butter even more than doubled, soaring by 128.5%. Only the price of imported almonds decreased by 1.2%.

## Outlook

Looking ahead to 2025, the key question will be how consumers respond to further price increases. The full impact of higher cocoa prices is likely to be felt in retail only in 2025, as many producers had sufficient stocks of lower-priced cocoa in 2024.

The regulatory burden on Swiss chocolate manufacturers increased further in 2024 – both internationally and nationally. With the upcoming implementation of the EU Regulation on Deforestation-free products (EUDR), which is scheduled to come into force at the end of 2025, companies face major challenges. The requirements for traceability, risk analysis and digital reporting are complex – and many key implementation details remain unresolved.

*The statistical data in this Bulletin covers the entire Swiss chocolate industry.*

**Sales of Swiss chocolate products (domestic and export)**
Source: Chocolate manufacturers

| | 2022 t | 2023 t | 2024 t | % |
|---|---|---|---|---|
| Bars and small formats | 116,329 | 118,305 | 117,354 | 56 |
| Chocolate confectionary | 38,401 | 39,160 | 37,836 | 18 |
| Seasonal items | 8,513 | 9,500 | 11,202 | 5 |
| Coatings/couvertures | 42,429 | 40,266 | 42,017 | 20 |
| Powder | 675 | 577 | 687 | 0 |
| Total | 206,347 | 207,807 | 209,096 | 100 |

Of these products, 28 % were sold in Switzerland and 72 % exported to 149 countries. These Swiss exports should not be confused with the far greater production of chocolate with Swiss labels by branches, subsidiaries and licensees operating abroad.

**The most important export markets**
Source: Swiss Federal Office for Customs and Border Security

| | 2022 t | 2023 t | 2024 t | % |
|---|---|---|---|---|
| EU / EFTA | 74,570 | 65,595 | 72,630 | 52 |
| Germany | 29,869 | 31,197 | 31,984 | 23 |
| United Kingdom | 9,945 | 13,150 | 13,090 | 9 |
| France | 12,970 | 12,321 | 12,666 | 9 |
| Canada | 13,719 | 11,463 | 11,565 | 8 |
| USA | 9,175 | 8,615 | 9,654 | 7 |
| Spain | 5,904 | 5,739 | 5,077 | 4 |
| China | 3,908 | 4,108 | 4,235 | 3 |
| Italy | 4,897 | 4,954 | 4,113 | 3 |
| Australia | 4,878 | 5,285 | 4,007 | 3 |
| Belgium | 5,104 | 3,520 | 3,649 | 3 |
| Netherland | 2,379 | 2,953 | 2,326 | 2 |
| Emirati Arabi | 2,265 | 2,372 | 2,293 | 2 |
| 137 other countries | 35,041 | 37,961 | 34,009 | 24 |
| Total * | 140,054 | 143,638 | 138,668 | 100 |

**Relationship between domestic sales and exports of Swiss chocolate products**
Source: Chocolate manufacturers

| | 2022 t | 2023 t | 2024 t | % |
|---|---|---|---|---|
| Domestic sales | 55,567 | 57,291 | 58,282 | 28 |
| Exports * | 150,780 | 150,516 | 150,815 | 72 |
| Total | 206,347 | 207,807 | 209,096 | 100 |

* The foreign trade statistics compiled by the Swiss Federal Office for Customs and Border Security are based on criteria different to the statistics behind those for the sector prepared by CHOCOSUISSE. The two sets of statistics therefore show different export figures.

**Chocolate imports**
Source: Swiss Federal Office for Customs and Border Security

| | 2022 t | 2023 t | 2024 t | % |
|---|---|---|---|---|
| Germany | 17,451 | 18,136 | 17,624 | 46 |
| France | 5,652 | 4,889 | 4,799 | 12 |
| Netherlands | 5,133 | 4,424 | 4,325 | 11 |
| Italy | 3,387 | 3,742 | 4,037 | 10 |
| Belgium | 2,292 | 2,518 | 2,325 | 6 |
| Poland | 1,252 | 1,284 | 1,496 | 4 |
| from 96 other countries | 4,501 | 4,389 | 4,088 | 11 |
| Total | 39,668 | 39,382 | 38,694 | 100 |

**Developments in the average retail price**
Source: National retail price index (Swiss Federal Statistical Office; Basis December 1982, extrapolation)

| | 1983 | 2023 | 2024 |
|---|---|---|---|
| Chocolate | 100.2 | 129.8 | 135.5 |
| Overall index | 100.9 | 167.6 | 169.3 |

**Turnover by the Swiss chocolate industry with Swiss chocolate products**
Source: Chocolate manufacturers

| | 2022 in Mio. CHF | 2023 in Mio. CHF | 2024 in Mio. CHF |
|---|---|---|---|
| Domestic sales | 815 | 867 | 927 |
| Exports | 1,004 | 1,082 | 1,281 |
| Total | 1,819 | 1,949 | 2,208 |

**Per capita consumption**
Sources: Chocolate manufacturers, Caobisco

The Swiss like chocolate. With a domestic consumption of around 96,000 tonnes of chocolate products and an average population of 9,1 million people, the average per capita consumption adds up to 10.6 kg, thereby ranking Switzerland at the head of consumer countries. For comparison purposes, the figures from other countries:

| | | kg | | | kg |
|---|---|---|---|---|---|
| Switzerland | 2024 | 10.6 | Romania | 2023 | 4.1 |
| Denmark | 2023 | 10.5 | Portugal | 2023 | 3.9 |
| Lithuania | 2023 | 10.2 | Hungary | 2023 | 3.4 |
| Germany | 2023 | 9.6 | France | 2023 | 3.4 |
| Estonia | 2023 | 9.4 | Spain | 2023 | 3.0 |
| Finland | 2023 | 8.3 | Italy | 2023 | 2.7 |
| Croatia | 2023 | 5.5 | Belgium | 2023 | 2.2 |
| Czech Republic | 2023 | 5.3 | Slovakia | 2023 | 1.9 |
| Latvia | 2023 | 4.1 | Greece | 2023 | 1.5 |

**Employment in the Swiss chocolate industry**
Source: Employment statistics (Swiss Federal Statistical Office)

| | Women | Men | Total |
|---|---|---|---|
| 1980 | 2,277 | 2,806 | 5,083 |
| 1990 | 2,648 | 2,588 | 5,236 |
| 2000 | 2,074 | 2,183 | 4,257 |
| 2010 | 1,916 | 2,325 | 4,241 |
| 2020 | 2,097 | 2,298 | 4,395 |
| 2023 | 2,280 | 2,560 | 4,840 |
| 2024 | 2,289 | 2,547 | 4,836 |

**Average import prices of the most important raw materials (duty unpaid)**
Source: Swiss Federal Office for Customs and Border Security

| | 2022 CHF | 2023 CHF | 2024 CHF |
|---|---|---|---|
| 100 kg cocoa beans | 288 | 276 | 396 |
| 100 kg cocoa butter | 464 | 494 | 1,129 |
| 100 kg sugar | 62 | 85 | 91 |
| 100 kg hazelnuts | 608 | 599 | 702 |
| 100 kg almonds | 623 | 538 | 532 |
| 100 kg whole milk powder * | 719 | 648 | 739 |

* Corresponds to the import price of the 300 tonnes import quota of milk powder which is sold annually by auction since 1 January 2009. The price for domestic whole milk powder in 2024 was on average CHF 727.-- for 100 kg.

**Worldwide grinding of cocoa beans 2023/2024**
Source: International Cocoa Organization (Bulletin No. 1, March 2025)

| | tons | % |
|---|---|---|
| Europe | 1,749,600 | 35.8 |
| *- Netherlands* | *600,000* | *12.3* |
| *- Germany* | *460,000* | *9.4* |
| *- France* | *140,000* | *2.9* |
| *- Belgium* | *100,000* | *2.0* |
| *- Spain* | *85,000* | *1.7* |
| *- Italy* | *84,200* | *1.7* |
| *- United Kingdom* | *60,000* | *1.2* |
| *- Switzerland* | *55,000* | *1.1* |
| Asia and Oceania | 1,107,000 | 22.7 |
| Africa | 1,084,600 | 22.2 |
| North America | 465,000 | 9.5 |
| Central and South America | 478,400 | 9.8 |
| Total | 4,884,600 | 100.0 |

An interesting conclusion can be made from this table: The small amount of raw material imports by Switzerland is in reverse proportion to the high reputation of its chocolate. Could there be any better proof of its quality?

**Structure of the world cocoa trade**

The three most important cocoa-producing countries, the Ivory Coast, Ghana and Ecuador, are responsible for around 60 % of the global harvest. The Swiss chocolate industry imported 58 % of its cocoa bean requirements from Ghana (41 %) and Dominican Republic (17 %). It was responsible for processing around 2.1 % of the worldwide consumption of cocoa beans. In quantitative terms, Switzerland is therefore a minor player. All the more remarkable, therefore, is the excellent reputation enjoyed throughout the world by the Swiss chocolate industry. This reputation rests on product quality, innovative strength and the Swiss chocolate tradition that is lovingly nurtured by the manufacturing firms day by day.

The cocoa market is one of the world's most unstable raw material markets. This is why UNCTAD, the United Nations Conference for Trade and Development, has been trying over the years to coordinate supply and demand, and thereby bring some stability to the market in general and prices in particular. The new International Cocoa Agreement, which was agreed in 2010 for this very purpose, entered into force on 1 October 2012.

**Cocoa harvest 2023/2024**
Source: International Cocoa Organization
(Bulletin No. 1, March 2025)

| | tons | % |
|---|---|---|
| Ivory Coast | 1,673,900 | 37.3 |
| Ghana | 530,300 | 11.8 |
| Ecuador | 430,000 | 9.6 |
| Nigeria | 350,000 | 7.8 |
| Cameroon | 320,000 | 7.1 |
| Brazil | 200,000 | 4.5 |
| Indonesia | 180,000 | 4.0 |
| Peru | 163,000 | 3.6 |
| Others | 641,700 | 14.3 |
| World harvest | 4,488,600 | 100.0 |
| In comparison: | | tons |
| World harvest 2020/21 | 5,244,300 | tons |
| World harvest 2021/22 | 4,825,900 | tons |
| World harvest 2022/23 | 5,043,400 | tons |

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