

Media release

Swiss chocolate in 2025: sales declining – revenue continues to rise

Bern, March 20, 2026 – In 2025, the volume of Swiss chocolate sold declined significantly. Less chocolate was sold both domestically and in export markets. At the same time, revenue rose significantly again, mainly due to the very high raw material prices in 2025. In view of this development, it is crucial for the industry that the economic and trade policy framework conditions for Switzerland as a production location remain reliable.

The volume of Swiss chocolate sold in 2025 fell by 7.9% compared with the previous year to a total of 192,548 tons. The industry recorded declining volumes in both the domestic market and exports. While 55,719 tons were sold domestically (–4.4%), exports fell to 136,829 tons (–9.3%). The export business remains central: 71.1% of the volume is sold abroad. As in the previous year, the most important sales markets include Germany, the United Kingdom, France, Canada, and the USA.

High raw material prices drive sales growth

Despite the decline in volume, Swiss chocolate manufacturers once again achieved significantly higher revenues. In 2025, these amounted to CHF 2.467 billion, representing growth of 11.8% over the previous year. Revenue rose both in the domestic market (+10.9% to CHF 1.028 billion) and in the export business (+12.4% to CHF 1.440 billion). However, the increase in terms of value does not reflect stronger demand. Rather, it is mainly due to higher production costs. In particular, the continuing high price of cocoa made cascading price adjustments throughout the value chain.

Accordingly, consumption also declined: per capita consumption of chocolate in Switzerland fell to 10.3 kilograms in 2025, representing a decline of 2.7%. Consumption of Swiss chocolate declined particularly sharply (–4.5% to 6.1 kg), while consumption of imported chocolate remained virtually stable (–0.2% to 4.2 kg). Imported chocolate thus accounts for around 41% of total chocolate consumption in Switzerland.

High-cost pressure and uncertain international market environment

The Swiss chocolate industry continues to face considerable cost pressure. In particular, the sharp rise in cocoa prices has significantly increased production costs and necessitated price adjustments in many markets. At the same time, the decline in sales volumes shows that demand has fallen in an environment of higher prices.

The international market environment is crucial for the future of the industry. With exports accounting for over 70 percent of its business, the Swiss chocolate industry is heavily dependent on stable conditions and open markets. “Swiss chocolate enjoys an excellent reputation worldwide,” says Beat Vonlanthen, President of CHOCOSUISSE. “Especially in a challenging market environment, it is important that our companies can continue to count on reliable economic conditions. Inward processing traffic is also of central importance here as an indispensable component of the follow-up solution to the Chocolate Act.”

To ensure that companies remain internationally competitive, trade conditions must be as seamless as possible. In addition to an agreement with the United States, which could provide greater planning reliability, unimpeded access to the EU market is particularly crucial. CHOCOSUISSE is therefore committed to ensuring that no additional trade barriers arise from regulations specific to Switzerland and that new sales opportunities can be opened up through further free trade agreements.

CHOCOSUISSE, constituted as a cooperative company, is the Association of Swiss chocolate manufacturers and brings together industrial producers of Swiss chocolate and chocolate products. CHOCOSUISSE's member companies employ 4,557 people in 16 factories in Switzerland.

For further information:

Dr. Roger Wehrli | Director CHOCOSUISSE | roger.wehrli@chocosuisse.ch | +41 (0)31 310 09 91

Lydia Toth | Head of Communications and Public Affairs CHOCOSUISSE | lydia.toth@chocosuisse.ch | +41 (0)31 310 09 98
medien@chocosuisse.ch

Appendix:

Key data on the Swiss chocolate industry in 2025

Key data for the Swiss chocolate industry in 2025

Number of companies		16	Leading export markets (t)	
Number of employees		4,557	1. Germany	28,461
- of whom women		2,161	2. United Kingdom	12,774
- of whom men		2,396	3. France	12,389
			4. Canada	9,083
			5. USA	8,733
Sales of Swiss chocolate (t)			Significance of product categories	
	2025	25 vs. 24	(share of sales volume)	
Total	192,548	-7.9%	- bars	48.0%
- domestic sales	55,719	-4.4%	- semi-finished products (incl. powder)	22.2%
- exports	136,829	-9.3%	- chocolate confectionery	18.7%
			- small formats	5.7%
			- other (festive articles, etc.)	5.5%
Revenue (CHF million)			Ratio of exports to domestic market	
	2025	25 vs. 24	(share of total production)	
Total	2,467	+11.8%	Export share (volume)	71.1%
- of which domestic	1,028	+10.9%	Domestic market share (volume)	28.9%
- of which exports	1,440	+12.4%		
Per capita consumption (kg)				
	2025	25 vs. 24		
Total	10.3	-2.7%		
of which Swiss chocolate	6.1	-4.5%		
of which imported chocolate	4.2	-0.2%		