

Press Release

Swiss chocolate in 2024: Stable sales, but rising costs

Bern, 8 April 2025 – 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. The industry is calling on policymakers to ensure reliable framework conditions.

In 2024, the total sales volume of Swiss chocolate rose slightly by 0.6% to 209,096 tonnes. While the domestic market performed well with a 1.7% increase, exports stagnated (+0.2%) – a worrying sign for the sector, given exports account for 72.1% of total volume.

Record cocoa prices cloud the outlook

The price of cocoa almost quadrupled in 2024. By the end of the year, it stood at USD 10,888 per tonne (ICCO Daily Price), whereas for many years it had mostly ranged between USD 2,000 and 3,000. This has placed the industry under intense cost pressure.

These record cocoa prices led chocolate producers to introduce the first price increases. As a result, revenues rose sharply by 13.3% to CHF 2.2 billion. This increase in turnover reflects higher procurement costs for cocoa. On the downside, 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.

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. Beat Vonlanthen, President of CHOCOSUISSE, notes: “Let us hope that consumers continue to value the quality of Swiss chocolate and remain loyal, even in a changing market environment.”

Border protection disadvantage threatens production in Switzerland

“Our companies are under considerable cost pressure – despite major efficiency efforts,” says Roger Wehrli, Director of CHOCOSUISSE. “While the record-high cocoa price affects chocolate producers worldwide, our members are additionally burdened by Switzerland’s protectionist agricultural policy.” While there is partial compensation for milk powder, the chocolate industry bears the full extra cost of border protection on sugar. “This weakens our competitive position – both at home and in export markets,” Wehrli adds.

Growing regulatory pressure – Implementation of EUDR requires federal action

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 becomes binding 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.

Of particular concern is the fact that Swiss companies are at a disadvantage compared to those based in the EU, due to the absence of certain transitional provisions and lack of full access to the EU’s information system. “Over the past months, companies have invested heavily, but key obstacles to proper implementation remain,” says Roger Wehrli. “We urgently need coordinated support from Swiss authorities to ensure continued, unhindered access to the EU market. As things stand, Swiss producers would be seriously disadvantaged compared to EU competitors. We expect the Swiss government to advocate actively in Brussels for the interests of the Swiss chocolate industry.”

CHOCOSUISSE is the cooperative association of Swiss chocolate manufacturers and represents the industrial producers of Swiss chocolate and chocolate products. Its member companies operate 16 factories across Switzerland and employ 4,836 people.

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Attachment:

Key figures on the Swiss chocolate industry in 2024

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Number of companies		16	Leading export markets (in t)	
Number of workers		4'836	1. Germany	31'984
of which women		2'289	2. United Kingdom	13'090
of which men		2'547	3. France	12'666
			4. Canada	11'565
			5. USA	9'654
Sales of Swiss chocolate (in t)			Share of Product Categories	
	2024	24 vs. 23	(by sales volume)	
Overall	209'096	0.6%	bars	49.2%
of which domestic	58'282	1.7%	semi manufactures (incl. powder)	20.4%
of which abroad	150'815	0.2%	chocolate confectionery	18.1%
			mini formats	7.0%
			other (festive articles, etc.)	5.4%
Turnover (in million francs)			Export vs. Domestic Market	
	2024	24 vs. 23	(Share of total production)	
Overall	2'208	13.3%	Export share (volume)	72.1%
of which domestic	927	6.9%	Domestic market share (volume)	27.9%
of which export	1'281	18.4%		
Per capita consumption (kg)				
	2024	24 vs. 23		
Overall	10.6	-2.4%		
of which Swiss chocolate	6.4	0.1%		
of which imported chocolate	4.2	-4.0%		