



Economic Profile of the EU Chocolate Industry

The World Cocoa Foundation (WCF) is an international membership foundation that promotes a sustainable cocoa economy by providing cocoa farmers with the tools they need to grow more and better cocoa, market it successfully, and make greater profits. These efforts help increase the supply of cocoa and help guarantee chocolate lovers access to their favorite products. WCF's membership includes cocoa and chocolate manufacturers, processors, supply chain managers, and other companies worldwide, representing more than 80% of the global cocoa market. For more information, visit www.worldcocoa.org.

The following information was compiled for WCF by an independent consultant and is based on the sources identified below.

Over 2000 companies in the 27 European Union (EU) and the two European Free Trade Agreement (EFTA) countries of Switzerland and Norway are represented by CABISCO, the Association of chocolate, biscuit and confectionery industries.

- **The EU confectionery industry directly employs over 245,000 people and produces 10.4 million tons of products worth over 50 billion Euros.**
- **The EU cocoa, chocolate and sugar confectionery industry employs 190,000 people in 5,500 enterprises with a turnover of 42.3 billion Euros, adding a value of over 10.9 billion Euros (EUROSTAT, 2009)**
- **The EU confectionery industry exported products worth over 4.4 billion Euros, i.e. 10 percent of its total value of food exports. Export destinations include USA (14.6%), Switzerland (9.9%), Russia (9.4%), Norway (8.7%), Canada (6.2%), Australia (4.4%), Japan 3.8%), UAE (3%), Saudi Arabia (2.8%) and Croatia (2.6%)**
- **The EU imported 1.2 billion Euros worth of confectionery goods and products.**
- ***Sugar...* the confectionery industry accounts for about 30 percent of EU consumption of sugar.**
- ***Skimmed milk powder...* 35 percent of all EU production at full price.**
- ***Cocoa beans...* the EU accounts for over 50 percent of world consumption of cocoa beans.**
- ***Almonds...* In 2009/10, the EU imported 185,477 MT of shelled almonds from the U.S. and destined to the confectionery, ice-cream and chocolate industries³.**

- The industry also consumes a large share of the glucose, butter, wheat, eggs and dried fruit produced in the EU.
- In 2009, the EU27 produced 3,251,577 metric tons of all chocolate products¹, 2,680,165 metric tons of chocolate confectionery products², 519,130 metric tons of other chocolate products, 1,649,390 metric tons of sugar confectionery, and 5,805,085 metric tons of fine bakery wares.
- In 2009, the EU27 consumed 2,991,350 metric tons of all chocolate products, 2,328,045 metric tons of chocolate confectionery products, 608,450 metric tons of other chocolate products, 1,585,470 metric tons of sugar confectionery, and 5,638,421 metric tons of fine bakery wares.
- In 2009, the average annual per capita consumption of all chocolate products in the EU is 6.12 kgs, with the largest consumers being in Romania (15.44 kgs), Germany (11.34 kgs), the UK (10.94 kgs), Denmark (7.39 kgs), Finland (6.84 kgs), France (6.42 kgs) and others. Per capita consumption in some countries witnessed a sharp year-over-year decrease such as in Austria (-56.1%), Belgium (-27%), Estonia (-23.9%), Greece (-19.1%), Denmark (-13.7%), and France (-11.8%).
- In 2009, the EU27 countries exported a total of 1,821,275 metric tons of all chocolate products. This includes 1,681,900 metric tons of chocolate confectionery products and 250,020 metric tons of other chocolate products.
- In 2009, EU27 countries imported a total of 1,502,378 metric tons of all chocolate products, inclusive of 1,284,118 metric tons of chocolate confectionery products and 215,390 other chocolate products.

¹ Includes unfilled chocolate, filled tablets and bars, bonbons, pralines, sugar confectionery containing cocoa, white chocolate, spreads containing cocoa and sweetened cocoa powder.

² Includes unfilled chocolate, filled tablets and bars, bonbons, pralines, sugar confectionery containing cocoa and white chocolate.

Economic Profile of the EFTA Chocolate Industry

Switzerland and Norway constitute the two member countries of the EFTA and their chocolate industry statistics are reported separately from the EU.

- **In 2009, the EFTA countries produced 171,695 metric tons of all chocolate.**
- **In 2009, the EFTA countries produced 171,695 metric tons of chocolate confectionery products, 41,055 metric tons of sugar confectionery, and 47,211 metric tons of fine bakery wares.**
- **In 2009, the EFTA countries consumed 127,450 metric tons of all chocolate products, 51,000 metric tons of sugar confectionery, and 96,981 metric tons of fine bakery wares.**
- **The average annual per capita consumption in 2009 of all chocolate products in the EFTA is 10.07 kgs, with Switzerland (10.35 kgs) and Norway (9.61 kgs) respectively.**
- **In 2009, the EFTA countries exported a total of 91,290 metric tons of all chocolate products.**
- **In 2009, EFTA countries imported a total of 47,045 metric tons of all chocolate products.**