



Economic Profile of the U.S. 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.

The U.S. chocolate industry is comprised of approximately 400 companies that manufacture more than 90% of the chocolate and confectionery products; another 250 companies supply those manufacturers. The industry is represented in 35 states with particular concentration in Pennsylvania, New Jersey, Illinois, California, New York, Wisconsin, Texas, Virginia, and Ohio. Approximately 68,450 jobs in the U.S. are directly involved in the manufacture of confectionery and chocolate products. When the distribution and sale of these products is taken into consideration, the employment effect triples.

- **The U.S. chocolate and confectionery industry is a principle consumer of key U.S. agricultural commodities. For every dollar of cocoa imported, between one and two dollars of domestic agricultural products are used in the making of chocolate.**

Sugar....3 billion pounds annually or 8 million pounds a day. Chocolate manufacturers are the second largest users of sugar in the U.S. most of which is domestic sugar. The value of sugar consumed in chocolate manufacture is **\$800 million annually**.

Milk and Milk Products.... 653 million pounds annually or 1.8 million pounds per day. The value of dairy products consumed in the making of chocolate last year was **\$490 million**.

Peanuts...360 million pounds of shelled domestic peanuts consumed annually by the candy industry¹.

Almonds.... 43 million pounds of California almonds annually valued at \$67 million.

Sweeteners....1.7 billion pounds of corn syrup sweeteners are used annually valued at over \$205 million

- **The U.S. chocolate industry consumes \$1.4 billion pounds of cocoa and cocoa products. Cocoa is not grown in the U.S. and therefore imports \$435 million of cocoa beans which are processed in the U.S. and an additional \$335 million in processed cocoa material such as paste, butter, and powder.**

47% of the total U.S. imports of cocoa beans come from Cote d'Ivoire. Cote d'Ivoire supplies more than 40% of the world's cocoa; and 29% of its total export revenues come from cocoa.

¹ Peanut Stocks and Processing (July 2011), USDA, National Agricultural Statistics Service

² U.S. Bureau of Census MA311D *Annual Confectionery Report* (2011)

A typical recipe for milk chocolate includes 30-35% cocoa material. Dark chocolate requires about 70% cocoa material.

- **In 2010 the U.S. confectionery industry shipped over 6.6 billion pounds confectionery and non-confectionery products worth over \$18 billion².**
- **In 2010, U.S. Manufacturers shipped over 1.59 billion pounds of chocolate and chocolate-type confectionery worth \$11.2 billion.**
- **In 2010 the U.S. Manufacturers exported nearly 183 million kgs of chocolate and chocolate-type confectionery products worth \$799 million to more than 50 countries around the world.**
- **In 2010, Americans consumed 24.7 pounds of confectionery at a per capita cost of \$64.**

¹ Peanut Stocks and Processing (July 2011), USDA, National Agricultural Statistics Service

² U.S. Bureau of Census MA311D *Annual Confectionery Report* (2011)