

International Sweets and Biscuits Fair 2020

Presentation by Dr. Uwe Lebens,
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SWEETS GLOBAL NETWORK e.V. and Deputy Chairman
of the International Sweets & Biscuits Fair Task Force (AISM)

Dear Ladies and Gentlemen,

I would like to heartily welcome you to the Press Conference of the 50th ISM in my capacity as a Chairman of the Supervisory Board of the International Confectionery Association SWEETS GLOBAL NETWORK (SG) and Deputy Chairman of the AISM – for the 30th time indeed.

This year the focus of my comments is a survey in five European countries, which addresses the consumption and buying preferences of the consumers as well as the challenges arising from the discussions on health-related themes.

The detailed findings of the survey that POSpulse carried out can be found in the comprehensive press release of SWEETS GLOBAL NETWORK.

Consumers in Europe assess sweets positively as a luxury food

The survey on the consumption and buying preferences that was carried out in December 2019 in the five countries Denmark, Germany, Great Britain, France and Spain clearly confirms this statement.

The market research company, POSpulse, carried out this pole as an in-app survey in these five countries, with 500 respondents each, on behalf of SWEETS GLOBAL NETWORK. As such, the overall survey, the distribution of the age and gender groups of which were comparable, represents around 60 percent of the consumers or 70 percent of the European GDP.

Three results of this survey are as follows:

- **Sweets are popular with the consumers across the board.**
- **In Germany, "NutriScore" or the "traffic light" system only have a slight influence on the buying decision**

- **Sweets are mainly purchased at the supermarket**

The statement "as a luxury food, sweets, when consumed moderately, are a good thing," was mainly agreed to by the consumers in Germany (83 percent), Great Britain (79 percent), Spain (74 percent), Denmark (62 percent) and France (61 percent). Only 11 percent of the respondents in Germany disagree with this statement.

"NutriScore" or the "traffic light" system are assessed differently in the 5 countries

There were bigger differences in the replies to the question as to whether the consumers had ever heard of "NutriScore" or the "traffic light". Whereas in France 70 percent of the respondents know the "NutriScore" or the "traffic light", in Germany it is after all 65 percent. The situation is different in Great Britain (38 percent) and Spain (32 percent), where much fewer consumers are aware of the much-discussed means of labelling. With a recognition rate of only 16 percent, "NutriScore" and "traffic light" seem to be even less familiar in Denmark. There are also significant differences between the countries in the opinion as to whether a negative NutriScore or a red traffic light would influence purchasing sweets or not. Almost two thirds of the Germany replied with a no: 52 percent of the Germans say "probably not" and for 11% it made no difference. In Spain 66 percent of the respondents replied with a "yes", in France the figure was 58 percent, in Denmark 53 percent and in Great Britain 46 percent.

Sweets are mainly purchased at the supermarket

When purchasing sweets, the respondents of all nations agree: The sweet products are primarily purchased at the supermarket. In all of the countries, asked about their two preferred places of purchases, over 80 percent of the consumers stated their preference to be the supermarket, with the exception of Denmark, where the percentage was 68 percent. Whilst in Germany the discounters ranked second at 70 percent, which also play an important role in Denmark (42 percent) and Great Britain (31 percent), this sales channel is of significantly less importance in France and Spain, both with 11 percent. In these two countries the consumers purchase their sweets much more frequently in specialised shop or department stores (France 40 percent, Spain 42 percent). Furthermore, in Great Britain the category "Petrol station shops" also stands out with 16 percent. The frontrunners for making their purchases online among the respondents are Great Britain and Denmark, in both countries 12% of the respondents use this channel, followed by France (9 percent), Spain and Germany (both 6 percent).

The answers to further questions: "How often are sweets purchased?" "How often are they consumed?" "Where do the consumers gain information on sweets?" can be found in the detailed press release on this survey found in the press kit.

Now to the imports of sweets:

Further growth for sweets imports

For the seventh year in succession, the sweets imports from all countries to Germany have increased. According to estimates by the BDSI, a new record value was achieved with imports of 1,613 million tonnes (+3.9 percent) to the value of Euro 5.667 billion (+5.3 percent). The imports of chocolate products particularly rose strongly in 2019. 324,000 tonnes (+6.9 percent) of chocolate products to the value of 1.675 billion (+7.9 percent) were imported. Only the ice cream segment recorded a slight decline of -1.3 percent in terms of volume. (These figures are estimations by the Association of the German Sweets Industry (BDSI), which are based on the figures collected by the Federal Statistical Office during the first three quarters of 2019). Overall, the sweets imports from all over the globe to Germany have almost tripled in the past 25 years from 580,000 tonnes in the year 1994 up to 1.613 million tonnes.

Sweets in the impulse and petrol station section

After a longer lean period, the sales of sweets in the impulse and petrol station section have risen again slightly. According to Nielsen, in the first ten months of 2019 (January - October) sweets sales rose by 2.7 percent across the entire impulse channel (petrol stations, kiosks, bakeries, etc.) up to Euro 237 million. In terms of volume, the increase was slightly lower at 1.2 percent.

Many thanks and I am looking forward to seeing you all again in the exhibition halls of Koelnmesse for the 50th anniversary of the trade fair from Sunday onwards.

Source: Sweets Global Network e.V. Munich

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