

## **Confectionery trade benefits strongly from the EU internal market**

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**30 years ago, on 1 January 1993, the EC internal market, today the European Economic and Monetary Union, began a success story that is unique in the world. That this also applies to foreign trade in confectionery is shown by a comparison of the import figures for 1992 with 2022.**

Originally, the twelve EU countries Belgium, Denmark, Germany, Ireland, Greece, Spain, France, Italy, Luxembourg, the Netherlands, Portugal and the United Kingdom formed the single market, which today comprises 26 member states plus Iceland, Liechtenstein and Norway, with Switzerland having partial access. It is a powerful economic bloc with almost 500 million people and a GDP of €15 trillion.

A comparison of confectionery imports in 1992 with 2022 shows the immense dynamics that foreign trade in confectionery has experienced in these years. For example, the total quantity of imported confectionery increased by 192 percent from 550,486 tonnes to 1.606 million tonnes. The value of imported goods from the segments chocolate goods/semi-finished chocolate products, sugar confectionery, fine bakery products, snacks and ice cream increased by 308 per cent from 1.481 billion euros to 6.057 billion euros. (Source: Federal Association of the German Confectionery Industry BDSI).

The strongest performance in these 30 years has been achieved by the snack product group: Imports increased in volume by 768 per cent from 21,897 tonnes to about 190,000 tonnes last year. The value increased by 852 percent to 590 (1992: 62) million euros during this period. Furthermore, the business development of chocolate

products, fine bakery products and ice cream is relatively close to each other: in value terms, imports of chocolate products and semi-finished chocolate products rose by 370 per cent from 1.481 billion euros in 1992 to now 3.255 billion euros, while bakery products increased by 351 percent to 943 (1992: 269) million euros. The import value of ice cream in 2022 was 433 million euros - 329 percent above the 1992 level of 101 million euros. At the same time, the amount of imported ice cream increased by 369 percent from 40,544 tonnes in 1992 to about 150,000 tonnes. Suppliers of chocolate products increased the volume by 201 per cent to 759,000 (1992: 251,804) tonnes, while fine bakery products increased from 102,263 tonnes to 285,000 tonnes (+ 179 per cent). Only sugar confectionery lagged behind the general trend with a 75 per cent increase in volume to around 169,000 (1992: 96,570) tonnes worth 641 (1992: 282) million euros, an increase of 127 per cent.

### **Portugal and Poland record the highest growth rates**

A look at the main supplier countries 30 years ago and today shows that the Eastern European countries in particular have experienced a quantum leap - often almost from zero to an increase rate of 1,000 percent and more. Outstanding in this field is Poland, which today ranks third with a delivery volume of 249,801 tonnes worth 907 million euros, Poland ranks third among all supplier countries. After all, the neighbouring country - starting from 2,641 tonnes - increased the quantity by 9,358 percent and the value by 7,558 percent (1992: € 1.2 million). But also the Czech Republic (+ 1,295 % in quantity, + 1,703 % in value), Slovakia (+ 1,257 %, + 2,627 %) and Hungary (+ 441 %, + 373 %) also significantly increased their confectionery imports to Germany.

Portugal made the biggest leap of all in the past 30 years - albeit at a very low level. The country increased its deliveries to Germany from 24 tonnes in 1992 to 3,572 tonnes, which corresponds to a growth rate of 14,783 percent. During this period, the value increased by 17,666 percent from 60,000 euros to 10.6 million euros today. Spain also achieved a respectable rate of increase with a volume increase of 922 percent to 51,224 (1992: 5,008) tonnes worth €150 million (1992: €16.8 million, + 793 %) in 2021.

The leading supplying nations of 1992, the Netherlands and Belgium/Luxembourg, maintained their top positions despite lower growth rates in some cases. The Netherlands increased their deliveries by 70 per cent from 214,864 tonnes to 364,933 tonnes worth 1.22 billion euros (+ 151 %t), while Belgium/Luxembourg increased their deliveries by 226 per cent from 83,142 tonnes to 271,081 tonnes; the value increased in this period from 230 million euros by 289 per cent to 895 million euros.

Denmark and the USA, however, stand out as suppliers of confectionery to Germany. Imports from Denmark decreased by 29 per cent from 24,373 tonnes in 1992 to 17,326 tonnes; the value increased slightly by 16 per cent from 72.1 million euros to 83.6 million euros. The USA does not play a significant role as a supplier of confectionery to Germany either: the volume increased by only 7 per cent from 2,826 tonnes to 3,014 tonnes in the 30 years, although the value increased by 165 per cent from 6.7 million euros to 19.4 million euros.

And finally, there are the states that were not yet included among the main supplier countries in 1992. Côte d'Ivoire and Ghana, with delivery volumes of 26,755 tonnes (value: € 88.7 million) and 24,208 tonnes respectively, are (€ 78.4 million), respectively, have moved up into the top 15. Indonesia has also reached a significant level with a volume of 14,293 (worth € 59.2 million). All three supplier countries are successful with their strategy of producing cocoa and chocolate semi-finished products in their own country. In addition, there are numerous Eastern European countries that did not play a role in the international confectionery trade in 1992 immediately after the political change. In the meantime, the import volumes from Bulgaria, Lithuania, Russia, Ukraine, Croatia, Romania, Latvia and Estonia are quite respectable.

Besides the opening of borders, the International Sweets and Biscuits Fair ISM in Cologne has played a very important role in the development of these trade relations in Europe and worldwide. This year, the manufacturers, importers, distributors and buyers of confectionery from all over the world will again meet in Cologne - in a change from the normal rhythm - from 23 to 25 April 2023.

Source: Sweets Global Network e.V., München

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