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Germany remains a paradise for people with a "sweet tooth"

The European "shopping basket of confectionery" compares prices for sweets in 20 European countries

The International Sweets and Biscuits Fair (ISM) will take place in Cologne from 27th to 30th January 2013. In the run-up to the fair, the results of a Nielsen study sponsored by Sweets Global Network have confirmed that German consumers still have a good reason to smile. That's because once again in 2012, Germany had the lowest confectionery prices. In October 2012 the European Confectionery Price Barometer 2011/2012 (Nielsen) compared identical sets or shopping baskets of confectionery — consisting of 17 brand-name products — in 20 European countries. Whereas the price of the basket of confectionery was lowest in Germany at €23.46, consumers in Norway had to pay €54.99 (!!). However, this exceedingly high price was an exception. At €38.86, the price of the "shopping basket" in the second most expensive country, Denmark, was around €16 less than in Norway. Still, that was also just over €15 more than the price in Germany. The third most expensive country was Switzerland (€34.74), followed by Russia (€33.54), Sweden (€31.65) and Hungary (€31.39). The average price of the "shopping basket" of confectionery in the 20 countries was €30.66, which was 3.8 per cent more expensive than in October 2011.

After consumers in Germany, people in the Netherlands could purchase the shopping basket of confectionery for the second-lowest price, €25.09. Then came Poland (€25.67), Great Britain (€26.41), Greece (€27.25), Romania (€27.27) and Italy (€27.52). In Austria, at €28.24, the identical basket of confectionery cost almost €5 more than in Germany. Confectionery was even more expensive in the Czech Republic (€28.66), France (€28.66), Slovakia (€29.28), Bulgaria (€29.35) and Spain (€30.13).

Changes in absolute price compared to the previous year were also very



ISM
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www.ism-cologne.com

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different in the 20 countries. Only in Slovakia (-2.1%) and Switzerland (-1.0%) did the price decrease slightly. In the other 18 countries, confectionery became more expensive in 2012. Compared to 2011, the increase in prices ranged from +1.2 per cent in France to +9.4 per cent in Hungary. In Germany the price of the "shopping basket" of confectionery went up by €0.54, from €22.92 (October 2011) to €23.46 (October 2012), which was an increase of 2.3 per cent.

**Source: Sweets Global Network, Munich
European Confectionery Price Barometer 2011/2012 von Nielsen**

About ISM:

ISM will take place from Sunday, 27th to Wednesday, 30th January 2013. It is exclusively conceived for trade visitors from the wholesale and retail trade, and will be open from 9:00 a.m. to 6:00 p.m. on each day of the fair.

The organizers of ISM are Koelnmesse and the International Sweets and Biscuits Fair Working Group (AISM), which is the conceptual sponsor.

ProSweets Cologne, the international supplier fair for the confectionery industry, will once again take place in parallel to ISM in 2013.

Further information: www.ism-cologne.com
 www.prosweets-cologne.com