

Shrinking craft sector

THE SWISS ASSOCIATION OF BAKERS AND CONFECTIONERS (SBKV) AND THE SWISS UNION OF CONFECTIONERS AND PASTRYCOOKS (SKCV), BOTH IN BERN, HAVE PUBLISHED THE CURRENT FIGURES FOR THE BAKERY TRADE IN 2012

++ table 1: Sales and bottom line of businesses with a café

	2007	2011
Sales in millions of CHF	1.423	1.358
Gross margin 1 as a % of sales	71.3	71.2
Gross margin 2 as a % of sales	28.9	29.0
Profit as a % of sales	8.2	8.4

source: SBKV/SKCV

++ table 2: Sales and bottom line of pure bakery-confectionery businesses

	2007	2011
Sales in millions of CHF	812	972
Gross margin 1 as a % of sales	68.7	69.8
Gross margin 2 as a % of sales	30.2	30.2
Profit as a % of sales	unfortunately not recorded	

source: SBKV/SKCV

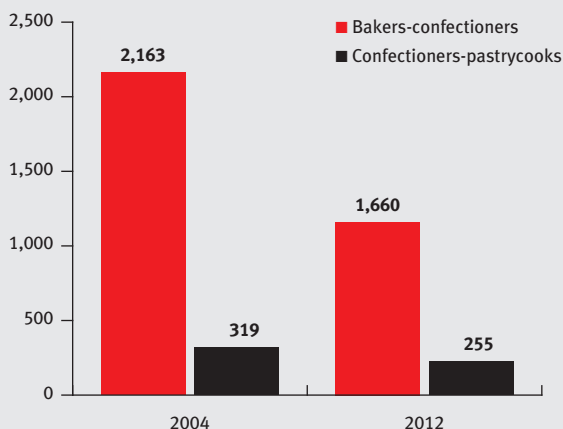
+ According to the Industry Directory 2012 for the [Swiss] Bakers-Confectioners-Pastrycooks Trade (original title: “Branchenspiegel 2012 für das [Schweizerische] Bäckerei-Konditorei-Confiserie-Gewerbe”), the SBKV had 2,493 members in the bakery-confectionery area – including members without a business – and the SKCV had 381 members in the confectionery-pastrycook area. Excluding from the calculation those masters who do not own a business of their own, there are 1,660 businesses in the bakery-confectionery sector, operating a total of 1,299 branches, and 255 businesses in the confectionery-pastrycook area, in which according to the associations’ figures there are no branches. The bakery-confectionery sector was able to make up for at least a part of the declining number of businesses through branches. Whereas their number in 2004 was 849, by 2012 it had increased to 1,299, a 53% increase at least, although not enough to compensate for the loss of 503 manufacturing businesses.

The product range offered in bakery-confectionery businesses has changed quite quickly in recent years. Increasing numbers are abandoning commercial goods, concentrating instead

on their own product range, and are trying to earn their mite with a café in the out-of-home catering market, which is also growing in Switzerland. But opening cafés improves the situation of the businesses only slightly. In the last five years the average turnover of bakery-confectionery businesses with a café fell continuously from CHF 1.423m (approx. EUR 1.165m) to CHF 1.358m (approx. EUR 1.112m). Gross margin 1 (sales minus cost of goods) stagnated (2007: 71.3%, 2011: 71.2%), as did gross margin 2 (operating income minus personnel costs), which stood at 28.9% in 2007 and after several bad years reached 29.0% again in 2011. On the other hand the pure bakery-confectionery businesses were able to increase both their sales and their gross margin 1, and only the gross margin 2 remained at the 2007 value.

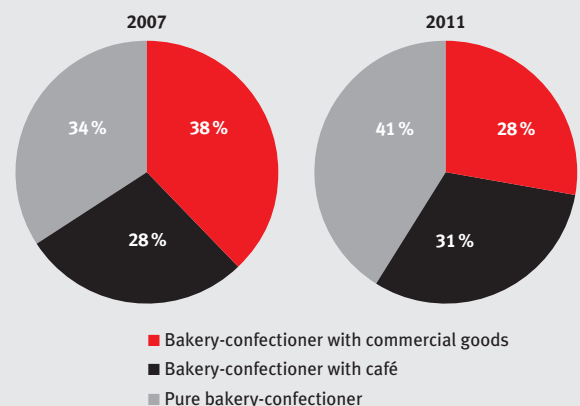
The average liquidity position of the Swiss bakery-confectionery-pastrycook trade is good. The level of debt financing (borrowing ratio) of 46.2% for leased businesses and of 74.1% for business owners can be described as acceptable, considering that a large part of the latter is probably attributable to indirect amortization. +++

Active businesses in Switzerland



source: SBKV/SKCV, with BKT Treuhand AG (Ed.), Industry Directory No. 12 for the Swiss Bakers-Confectioners-Pastrycooks Trade, Bern 2012

Business operating structure as a percentage of the total number of businesses



source: SBKV/SKCV