

Cloetta in brief

Cloetta, founded in 1862, is a leading confectionery company in the Nordic region and The Netherlands. Cloetta is manufacturing and marketing confectionery, chocolate products, nuts, pastilles, chewing gum and pick & mix concepts. In total, Cloetta products are sold in more than 50 markets worldwide.

Products and brands

Cloetta owns some of the strongest brands on the market, e.g Läkerol, Cloetta, Candyking, Jenkki, Kexchoklad, Malaco, Sportlife, Red Band and Nutisal, most of them with a long heritage tradition. Cloetta has leading brands within the different product categories in several countries.

Cloetta in brief

- Annual sales SEK 5,9 billion in 2016
- Operating profit (EBIT), adjusted of SEK 758m in 2016
- Leading local brands in 6 countries
- Main markets are Sweden, Finland, Denmark, Norway, the Netherlands, Germany and the UK.
- 2,600 employees in 13 countries
- Production at 8 factories in 5 countries
- Listed on Nasdaq Stockholm.

Vision, mission and core values

Cloetta's vision is "To be the most admired satisfier of Munchy Moments" and the mission is "To bring a smile to your Munchy Moments". Cloetta has four core values that guide the way of working and acting, both within and outside the company. These core values are Focus, Passion, Teamplay and Pride.

Confectionery

In Norway, Finland, Sweden and Denmark, Cloetta has harmonized its leading brand Malaco and in the Netherlands the brand Red Band. Additional strong brands includes The Jelly Bean Factory, Ahlgrens bilar, Venco, Chewits and Juleskum.

Pastilles and chewing gum

The Group's largest pastille brand, Läkerol, is more than 100 years old. Other leading pastilles brands are Mynthon and King. Within chewing gum Cloetta is the leader in Finland with the brand Jenkki and has a leading position in the Netherlands and Belgium with Sportlife and Xylifresh. Cloetta has also paved the way for the use of xylitol in chewing gums.

Chocolate

Within chocolate Cloetta has a leading position in Sweden with the brands Kexchoklad, Polly, Center and Plopp. In Finland, Cloetta has a strong local position with the brands Tupla, Royal, Polly and Center. In Norway, popular brands are Center, Sportlunch and Bridge. In the Netherlands, Lonka Sinas Snippers and Lonka soft nougat are well-known brands within chocolate specialties.

The logo for Cloetta, featuring the brand name in a stylized, red, cursive font.

Nuts

Cloetta offers several brands including pick and mix concepts for Nuts and natural snacks. The nuts brand Nutisal, which was acquired in 2014, is a leading Swedish producer of dry roasted nuts. Parrott's, which was acquired in 2017, offers natural snacks and assorted nuts with both a pick & mix concept as well as pre-packaged bags and bars.

Pick & Mix

Cloetta offers several concepts (Karkkikatu, Candyking, Godisfavoriter) within pick & mix where consumers make their own choice between hundreds of varieties of goodies in a wide product portfolio, and mix them in a bag or gift box. In 2017, Cloetta acquired Candyking, a leading pick & mix supplier. Candyking offers "shop in shop" concepts in the Nordics and the UK under the brand Candyking/Karamellkungen. With Natursnacks and Parrot's Cloetta also offers pick & mix of natural snacks and assorted nuts.

Market and sales

Cloetta's main markets are Sweden, Finland, Denmark, Norway, the Netherlands, Germany and the UK. In these markets, Cloetta has its own sales and distribution organization with strong customer relations and category expertise. In total, Cloetta products are sold on 50 markets worldwide. Outside the key markets, a distributor model is used.

Strategies

The Group focuses on volume growth and margin expansion, cost efficiency and employee development. Strong local brands and presence combined with a widening of the product range as well as the launch of and potential acquisition of new products and brands will support the growth. Synergies, production efficiencies and improved processes and systems will improve cost efficiency.

Production

Cloetta has 8 factories covering most production technologies. The factories are found in Sweden, the Netherlands, Belgium, Slovakia and Ireland.

The market

The confectionery market is quite insensitive to cyclical fluctuations, and is one of the most impulse driven goods groups within retail. Consumption patterns and flavour preferences vary between markets. For example, chocolate consumption is significantly lower in the Nordic countries compared with the rest of Europe, while the consumption of sugar confectionery is higher in the Nordic countries than the rest of Europe. Confectionery consumption also varies a lot, for example the per capita consumption in the Nordic countries is more than twice the consumption of southern Europe.

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