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| Press releaseFor immediate releaseApril 1, 2015 | Michelle HutchisonHead of PR & Money Expertfinder.com.au+61403 192 994+61 2 9299 7602Michelle@finder.com.au |

**Cocoa crisis: chocolate to run out in 2015**

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| * Chocolate to run out by end of 2015 as demand outpaces supply
* Australia in top 15 countries with highest chocolate consumption per capita in 2014
* [finder.com.au](http://www.finder.com.au/) launches comparison of chocolate to help people find better value: [finder.com.au/chocolate-crisis](http://www.finder.com.au/chocolate-crisis)
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**April 1, 2015, Sydney, Australia** – One of Australia’s biggest comparison websites [finder.com.au](http://www.finder.com.au/)[[1]](#footnote-1) is warning that the global cocoa crisis is set to worsen with chocolate supplies expected to run out by the end of 2015, which could mean this will be the last Easter with real chocolate.

Despite well documented reports of a worldwide chocolate shortage by 2020, a new [finder.com.au](http://www.finder.com.au/) analysis has uncovered a much bleaker outlook for chocolate lovers, with critically low levels of cocoa threatening chocolate extinction by the end the year.

Demand outpaced supply in 2011, when there was 750,000 metric tonnes more chocolate consumed than what was produced in the same year, according to the [World Cocoa Foundation](http://worldcocoafoundation.org/wp-content/uploads/Cocoa-Market-Update-as-of-3.20.2012.pdf).

This figure is set to worsen, with an estimated 4.4 million tonnes of cocoa production globally in 2014[[2]](#footnote-2) and a growing demand for chocolate confectionary from China. Chocolate sales in China averaged 10 percent growth year-on-year between 2006 and 2010, and is expected to reach US$1.8 billion (AU$2.35 billion) in 2015, according to projections by [finder.com.au](http://www.finder.com.au/)[[3]](#footnote-3).

More than 70 percent of cocoa production is in Africa, while pests and diseases devastate an estimated 30-40 percent of global production[[4]](#footnote-4) each year.

While growth for cocoa consumption is strong in China, Switzerland consumed the highest amount of chocolate with 9kg per capita in 2014, followed by Germany with 7.9kg per capita. Australia made the list at number 14, with 4.9kg per capita for the year.

**Top 15 countries with highest chocolate consumption per capita in 2014**

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| **Country** | **Consumption per capita 2014** | **Population (millions)** |
| Switzerland | 9 | 8 |
| Germany | 7.9 | 81 |
| Austria | 7.8 | 8.2 |
| Ireland | 7.5 | 4.8 |
| United kingdom | 7.5 | 63.7 |
| Norway | 6.6 | 5.1 |
| Estonia | 6 | 1.2 |
| Slovakia | 5.4 | 5.4 |
| Sweden | 5.4 | 9.7 |
| Kazakhstan | 5.3 | 17.9 |
| Russia | 5.3 | 142 |
| Finland | 5.3 | 5.2 |
| Belgium | 5.2 | 10.4 |
| Australia | 4.9 | 22.5 |
| Netherlands | 4.7 | 16.8 |

Source: finder.com.au, Euromonitor International

Fred Schebesta, Co-founder and Director of [finder.com.au](http://www.finder.com.au/), said he wasn’t surprised by the higher volume of online searches for chocolate bars.

“We’re already seeing prices increasing as demand is unable to keep up with supply. Many people are starting to stockpile chocolate and there’s talk of synthetic chocolate being developed.

“So when we saw that it could be the last Easter with real chocolate and more people are searching for their chocolate answers online, we immediately saw this opportunity for people to get the best possible return on their chocolate investment.

“That’s why we built a chocolate comparison, to help people find out the different quantities of cocoa in each chocolate bar, a major consideration for serious investors.

“If you want to make sure you’re getting the best return on your chocolate investment, make sure you go to [finder.com.au/chocolate-crisis](http://www.finder.com.au/chocolate-crisis) to compare chocolates side by side.”

Follow the conversation: #cocoacrisis #NoMoreChocolate

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**About finder.com.au:**

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1. Experian Hitwise 2014, 2015 [↑](#footnote-ref-1)
2. Source: ICCO Quarterly Bulletin of Cocoa Statistics, Vol. XL, No. 4, Cocoa year 2013/14 [↑](#footnote-ref-2)
3. finder.com.au forecast based on data from Euromonitor International, qz.com [↑](#footnote-ref-3)
4. International Cocoa Organization [↑](#footnote-ref-4)