

Annual Report 2025

Fairtrade Max Havelaar



Cesar Antonio Rivera Acuña from the Fairtrade cooperative Sol y Café in Peru. / Photo: Fabian Sturm, ©Fairtrade Sweden

Fairtrade Max Havelaar strengthens supply chains in turbulent times

Fairtrade Max Havelaar continued its growth trajectory in 2025 and reached new highs in per capita consumption, total sales and premiums generated. Against the backdrop of ongoing uncertainties in global supply chains, Fairtrade implemented important projects last year to further develop standards and update minimum prices. With a clear vision: Stable growth, shared responsibility and a meaningful improvement in the living and working conditions of farmers and workers in Asia, Africa and Latin America.

After the record year 2024 where sales of Fairtrade products in Switzerland exceeded one billion Swiss francs for the first time, growth has continued in the current reporting year. Per capita consumption rose to 119 francs last year, once again confirming Switzerland's leading role as Fairtrade world champion. In total, consumers purchased 1.075 billion Swiss

francs worth of Fairtrade products, which corresponds to a sales increase of 6.3 percent compared to the previous year. They generated 14.7 million US dollars in Fairtrade premiums. The positive market development also strengthened the financial situation of Fairtrade Max Havelaar and led to a positive result in the 2025 financial year.

"Thanks to Fairtrade, we receive more stable prices and the Fairtrade Premium, which allows us to improve our plants and finance training," says Enrique Gabriel Hernandez Vasquez, cocoa farmer at Cocoa Apracam in Peru. / Photo: Fabian Sturm, ©Fairtrade Sweden

Revised minimum prices and enhanced standards for stable supply chains

The future of many coffee and cocoa farmers has rarely been as uncertain as it is today. This is because world market prices for coffee and cocoa in particular have been characterised by high volatility for some time. Fairtrade is therefore steadfastly committed to stable and fair minimum prices. In 2025, the Fairtrade minimum prices and Fairtrade premiums for cocoa were adjusted with a significant increase. Minimum prices and premiums for coffee will be reviewed and further developed in 2026. Fairtrade calls on all actors along the value chain to take joint responsibility, reduce market volatility and create long-term prospects for farmers and their families.



“Together, we are shaping the path to a fairer future.”

*Kathrin Amacker,
President of the Foundation*

However, stable supply chains are not created by fair prices alone. The regulatory framework also plays a central role. At an EU level, the scope of the sustainability directives was discussed. In Switzerland, the Federal Council's proposal for the implementation of the new Responsible Business Initiative is currently in the consultation stage. And Fairtrade is also evolving. Due diligence obligations and a fair distribution of responsibility and costs remain at the core of our actions. We will therefore start a comprehensive revision of the Fairtrade standards in 2025. In doing so, we pursue a risk-based approach in line with the UN Guiding Principles on Business and Human Rights. This strengthens Fairtrade as a reliable partner for companies: Both in fair and sustainable product trade and as support in the fulfilment of corporate due diligence obligations.

Further growth and impact as ambitions

Fairtrade Max Havelaar has been growing together with committed partner companies for over three decades. The aim remains to sustainably improve the living and working conditions of as many farmers and workers as possible in Africa, Asia and Latin America.

Our impact model is based on the trade in certified products on the one hand and on complementary programmes and projects on the other. One example of this is the project to identify and effectively combat exploitative child labour in

the cocoa sector in Ghana. This project is being implemented by Fairtrade Max Havelaar in collaboration with Halba (a division of Coop). Furthermore, local child protection committees are being formed, strengthened and networked with government agencies. In this way, cases can be detected more quickly and appropriate remedial action can be taken. The project raises awareness of children's rights among farmers, children, schools and traditional leaders. It helps the entire community to better recognise risks and, in particular, better protect children and other especially vulnerable individuals.

We are driven by close cooperation with our partners and concrete improvements in the lives of farmers and workers. We would like to thank all Fairtrade consumers and partners for their trust and support. Together, we are shaping the path to a fairer future.

The future is fair.

Kathrin Amacker | Fabian Waldmeier



*Kathrin Amacker,
President of the Foundation*



*Fabian Waldmeier,
Executive Director*

Fairtrade still on a growth trajectory in 2025

Sales of Fairtrade products in Switzerland continued to grow in 2025, reaching a new record of CHF 1,075 million. Compared to the previous year, this corresponds to an increase of 6.3%. Per capita consumption rose to 119 Swiss francs. As a result, Switzerland maintains a leading position in international Fairtrade rankings. The record figures show that Fairtrade is firmly embedded in the daily lives of many consumers.

Shop for Fairtrade products consciously. / Photo: Sparked,
©Fairtrade Germany



In 2025, Fairtrade further consolidated its position in the Swiss market. Total sales rose to 1075 million Swiss francs. This corresponds to an increase of 6.3% compared to the previous year. At the same time, per capita consumption increased to 119 francs. The growth in revenue resulted from higher sales volumes as well as an increase in prices.

Retail remained particularly strong, accounting for around 80% of sales. Coop once again made a significant contribution with the world's largest Fairtrade range of over 1,500 products. Migros, Aldi Suisse, Lidl Schweiz and Volg also further developed their Fairtrade ranges, thereby strengthening the presence of Fairtrade products in everyday life.

The 65 coffee roasters offering Fairtrade products increased their sales by an average of 12%. The largest Fairtrade roasters include Bertschi Café, Blasercafé, Caffè Chicco d'Oro, Hochstrasser, Jacobs Douwe Egberts, La Semeuse, Les Cafés Esperanza, Nespresso, Onesto, Turm Kaffee, Tchibo and UCC Coffee Switzerland. Additional momentum came from institutional catering. ZFV and the SV Group sent a strong signal here by offering only



Ms Vijaya Kumari, tea leaf plucker at Matheson Bosanquet in South India / Photo: ©Fairtrade Foundation

Fairtrade quality coffee. Caffè Spettacolo also contributed to making Fairtrade coffee more visible in public spaces. Nevertheless, the raw material volume of green coffee was lower overall than in the previous year. This is due to fluctuations in the purchase of non-labelled Fairtrade coffee, i.e. coffee that was purchased under Fairtrade conditions without the Fairtrade label appearing on the end product.

A mixed picture emerged among branded goods manufacturers. Despite growth among several brands, overall sales were slightly lower than the previous year. At the same time, Fairtrade remained present in the product ranges of major brands and companies, such as Alprose, Ben & Jerry's, blume 3000, Cremo, Gunz, Lambertz, Hero, Hiestand, Kambly, Maestrani, Michel, Oro de Cacao, Pakka, Pronatec, Ramseier, Reitzel and Stella Bernrain. This underlines the fact that Fairtrade raw materials are firmly established in numerous existing product ranges.

The Gold Partners performed well overall in a still challenging market environment. Several committed goldsmiths recorded significant increases, as did Coop City with a new collection. The development of the gold bars of the cantonal

banks was particularly pleasing, with their turnover rising by 194% compared to the previous year. The gold fund of Basler Kantonalbank showed even stronger growth, reaching a value of 282 million Swiss francs at the end of 2025.

On the product side, growth was evident in many different product categories. In total, there are over 3,600 Fairtrade products in Switzerland. Confectionery is by far the largest product category at 276 million francs and grew by 10%. Sales of coffee, tea, quinoa, spices, dried fruit and nuts, spreads and dairy products also rose significantly. Composite products, sports balls and gold, in particular, also showed particularly dynamic growth. Bananas, beverages, exotic fruits, flowers, plants, rice and cotton products also saw growth. Downturns were reported in ice cream, baked goods and cane sugar.

The market shares also show how strongly Fairtrade is established in Switzerland. In the retail trade, the estimated Fairtrade share is 86% for cane sugar, 49% for bananas, 35% for rice and 33% for pineapples. Coffee and chocolate account for just under 20%.

The persistently high demand creates an important basis for improvements in the growing regions. Fairtrade minimum prices ensure greater price stability, while Fairtrade premiums finance projects for productivity, quality, education and infrastructure. At the same time, Fairtrade supports companies in key projects in their supply chains, such as living income or the prevention of abusive child labour.

The positive development of Fairtrade in Switzerland is due to the outstanding commitment of market partners and the purchasing decisions of consumers. We sincerely thank all those involved.

Sales:
CHF 1,075 Mio.
Growth: +6.3%
Per Capita: CHF 119.-
Premiums:
USD 14.7 Mio.

More than a label – this is how we support our partners

The Fairtrade label enjoys a high level of trust and excellent awareness among consumers and the general public. With Fairtrade certification, Swiss market partners highlight their commitment to fair working and living conditions, and sustainable cultivation methods. Moreover, we provide our partners with tailored services to support them on their journey to achieving more sustainable supply chains – through programmes and advice on living wages, human rights due diligence, transparency, traceability, and strengthening climate resilience.



Certification

Since 1992, Fairtrade Max Havelaar has been supporting companies in the procurement of sustainably produced and fair-trade raw materials. With the Fairtrade label, our partners can make their commitment to fair trade visible on every product. A label that consumers know and trust.



Beyond certification

A future-proof sustainability strategy is not limited to certified supply chains. Fairtrade Max Havelaar therefore offers individually tailored services – from consulting to projects in cultivation countries. We utilise our expertise to support our partners in their efforts to effectively address specific challenges. This can create additional positive changes on the ground.

Certification

Certification is an effective instrument for fulfilling sustainability responsibilities and making this commitment visible to consumers on the product itself with the Fairtrade label. The independent certification body FLOCERT verifies compliance with the extensive Fairtrade standards, thereby ensuring transparency.



"Through Fairtrade, we connect our members with partners and markets, thereby improving their quality of life," says Víctor Torres Estela, agricultural technician at the Fairtrade cooperative Sol y Café in Peru. / Photo: Fabian Sturm, ©Fairtrade Sweden

Fairtrade certification in cultivating countries has the following impact

- ✓ **BETTER AND MORE STABLE INCOMES:** Through the Fairtrade minimum price and the Fairtrade premium. The minimum price is based on the average costs of sustainable production. In addition, producers receive the Fairtrade premium, which they use for their own community and development projects.
- ✓ **IMPROVED WORKING CONDITIONS:** In order to improve the working and living conditions of farmers and workers, the Fairtrade standards contain extensive social and economic requirements.
- ✓ **HIGH-QUALITY AND SUSTAINABLE CULTIVATION:** Farmers and workers produce the raw materials according to clearly defined ecological standards. Where possible, Fairtrade also promotes organic certification.

Fairtrade certification provides companies with the following benefits

- ✓ **INCREASING CONSUMER TRUST:** Fairtrade is the ethical label with the highest trust and awareness values worldwide. Fairtrade partners can strategically use the positive image of Fairtrade.
- ✓ **COMPLIANCE AND RISK MANAGEMENT:** The Fairtrade standards create clear, verifiable requirements in the areas of environmental protection, social responsibility, and trade along the supply chain. This helps Fairtrade partners to reduce risks, limit their emergence, and meet regulatory requirements.
- ✓ **LOCAL COOPERATION:** Fairtrade has experts in Latin America, Asia and Africa and provides its partners with direct, on-site support in the implementation of projects, data collection, and with questions regarding product quality and availability.

Fairtrade remains relevant even at high market prices

A 2025 study on the household incomes of cocoa farming families in West Africa shows that Fairtrade's holistic approach has significant relevance, even when market prices are high. The higher market prices for cocoa last year improved family incomes, especially in combination with additional Fairtrade measures, such as the Fairtrade premium or training aimed at increasing productivity. Even in periods of high market prices, Fairtrade regularly reviews its minimum prices and premiums to maximise their impact in a targeted manner. In 2025, the Fairtrade minimum price and the Fairtrade premium for cocoa were significantly raised. Fairtrade aims to more effectively secure incomes, and sustainably strengthen investments in productivity, diversification and community-based projects. The adaptation took place as part of a participatory process in which producers and retailers were actively involved – from planning to consultation to decision-making. In addition, local producer networks support the cooperatives by providing training on sustain-

able production, climate resilience and financial management so that they can better cope with market fluctuations and make long-term investments in their future. Fairtrade minimum prices are regularly adjusted for various raw materials. For example, the minimum price for coffee will be revised in 2026.

La Semeuse: Fairtrade coffee since the very beginning

Since the founding of Fairtrade Max Havelaar, La Semeuse has been committed as a partner and pioneer for sustainable coffee in Switzerland. In 1992, they launched one of the first organic and Fairtrade-certified coffees on the market. Since then, the coffee roasters from La Chaux-de-Fonds have steadily increased their commitment. Examples of this include innovative products such as Caravaela coffee, which is imported by sailing freighter and reduces CO2 emissions by around 95 percent, and Doña Juana coffee, which is produced exclusively by women of the ASPROGUATE cooperative in Guatemala.

La Semeuse shows that entrepreneurship, quality and sustainability go hand in hand. Due to the strong growth in Fairtrade coffee purchasing, the coffee cooperatives received Fairtrade premiums amounting to 106,000 US dollars in 2025 through the collaboration with La Semeuse. They can use these according to their own needs and priorities. ASPROGUATE invested the Fairtrade premium in organic fertiliser and dolomite lime to improve soil management and product quality. In addition, the organisation financed monthly training sessions for its members on environmental and resource protection. CAFESUL used the Fairtrade premium for donations to nursing homes as well as food and school supplies for families and children in need, among other initiatives.

Maria da Penha Machado Carrari and Daiana Pinto Souza Carrari from the Fairtrade cooperative CAFESUL in Brazil. The producers grow high-quality coffee and are actively involved in the women's network "Póde Mulheres". / Photo: Julio César Huber, ©CLAC



Beyond certification

Fairtrade Max Havelaar offers their partners tailor-made support to better address the challenges in supply chains and achieve additional impact.

Partner for due diligence, living wages and living incomesmen

In cooperation with Fairtrade International and FLOCERT, Fairtrade Max Havelaar supports companies in the implementation of their due diligence obligations throughout the supply chains: From risk analysis and risk mitigation measures to structured dialogue with rights holders.

One central instrument is the concept of living incomes and living wages. It is based on the principle that workers and producers earn

enough to meet their basic needs and live in dignity. In partnership with Fairtrade, partners can address this matter by introducing projects to improve productivity and diversification, as well as by paying living income reference prices. Such reference prices have been set for several key commodities in different countries, including cocoa, coffee, coconuts, cashews, mangoes, oranges, rice and vanilla. These prices are determined separately for each country on the basis of well-founded agro-economic analyses and with the involvement of relevant stakeholder groups. Other countries and commodities can be added, depending on the needs of the Fairtrade partners.

Jorge Eliecer Pianeta Sarabia from the Fairtrade cooperative ANEI in Colombia. / Photo: Stanislav Komínek, ©Fairtrade Czech Republic and Slovakia



Valora: Long-term impact in coffee cooperative ANEI in Colombia

In 2017, Valora with its Caffè Spettacolo brand, the Latin American Fairtrade producer network CLAC and Fairtrade Max Havelaar, together with the Colombian coffee cooperative ANEI, were involved in a project to sustainably increase the yields of organic coffee and staple foods such as corn and beans. The focus was on improving soil fertility in organic farming in order to strengthen income and food security.

Today, almost ten years after the start-up funding from the project, ANEI continues to independently operate a central organic fertiliser plant that supplies more than 500 members with locally produced organic fertiliser and also acts as a training centre. Regional centres ensure access even in remote areas. The project impressively demonstrates that targeted project implementation represents a long-term investment in healthy soils, more stable yields, and sustainably increased incomes.

Marketing highlights: Fairtrade in the spotlight

In 2025, Fairtrade Max Havelaar placed a strong emphasis on marketing and communication: The year was marked by engaging campaigns, the launch of the first global website, and top scores in international consumer surveys.

A summer dedicated to coffee

In addition to the established "Fairbruary" campaign across Switzerland, which takes place annually in February, Fairtrade Max Havelaar launched a coffee campaign in the summer of 2025. In line with the "World of Coffee" trade fair in Geneva last year, we put coffee farmers in the spotlight. We showed how fair trade changes their everyday lives and where the most important levers for a greater impact are found. Under the motto "A fairer deal for coffee farmers", we reached consumers on social media with authentic content from coffee farmers in Honduras. They shared their knowledge about coffee cultivation while simultaneously providing exciting insights into their daily lives. A highly visible out-of-home campaign ensured visibility at train stations throughout Switzerland. At the "World of Coffee", the Fairtrade International booth connected European market partners with coffee producers from Asia, Africa and Latin America.

Fairtrade website shines in new splendour

Since spring 2025, the new global website



The Fairtrade Max Havelaar marketing team during interview and content recordings with CEO Fabian Waldmeier / Photo: ©Fairtrade Max Havelaar

www.fairtrade.net has unified the umbrella organisation Fairtrade International, national Fairtrade organisations such as Fairtrade Max Havelaar in Switzerland, as well as producer networks from Asia, Africa and Latin America on a shared platform. It becomes even clearer that: Fairtrade is a worldwide movement. The uniform design and flexible content enable closer digital cooperation between Fairtrade organisations and make networking in the Fairtrade system even more accessible.

Fairtrade achieves the highest levels of awareness and trust

An international survey by GlobeScan confirmed this once again in 2025: Fairtrade is the world's best-known and most trusted sustainability label among consumers of all ages. The Fairtrade label also achieves top ratings in the Swiss market: 92% of respondents know the label and 81% trust it. Fairtrade Max Havelaar continues to command a strong association with social responsibility. The respondents also recognised Fairtrade's environmental work, such as protection from deforestation or adaptation to climate change.

Annual Financial Statements and Financial Report 2025

The 2025 financial year was marked by a positive development for Fairtrade Max Havelaar. Income continued to increase, primarily from growing licence and service revenues. The latter resulted in an increase in personnel costs. In addition, targeted investments were made in marketing and communication activities, which led to an overall increase in operating expenses. Despite these cost increases, the operating result improved, underlining the solid operating performance of the foundation, which closed the financial year with a profit of 33,847 francs.

Juana Saucedo from the Fairtrade cooperative Guay Apae in Peru during the harvest of coffee cherries. / Photo: Fabian Sturm, ©Fairtrade Sweden



The increase in income can be attributed to several specific factors. Licence fees rose by CHF 127,249 (+1%) to CHF 9.3 million compared to the previous year, mainly due to the growth in sales at Coop and the strong performance of Basler Kantonalbank's Fairtrade Gold Fund. At the same time, service revenue increased by CHF 260,340 (+92%), as more personnel resources were charged to other member organisations of the Fairtrade system. The associated expansion of services explains a significant part of the increase in personnel costs of CHF 282,035 (+7%).

In addition, contributions for projects and programmes increased by CHF 92,054 (+25%) in the year under review. This development is due in particular to the new project "Brewing a Fair Future with Sustainable Coffee", in which SECO is participating together with Coop via the Swiss Platform for Sustainable Coffee.

The development of operating costs shows a mixed picture. Administrative expenses rose by

46,897 francs (+7%) as a result of higher IT and licensing costs. In contrast, expenses for international cooperation fell by CHF 180,831 (-5%), as significantly fewer funds from the Coffee Development Plan fund were used in the year under review than in the previous year. The timing of these disbursements depends on the project and can vary from year to year. The higher marketing costs of 121,551 francs (+26%) are mainly due to the "World of Coffee" international trade fair, which took place in Switzerland in 2025.

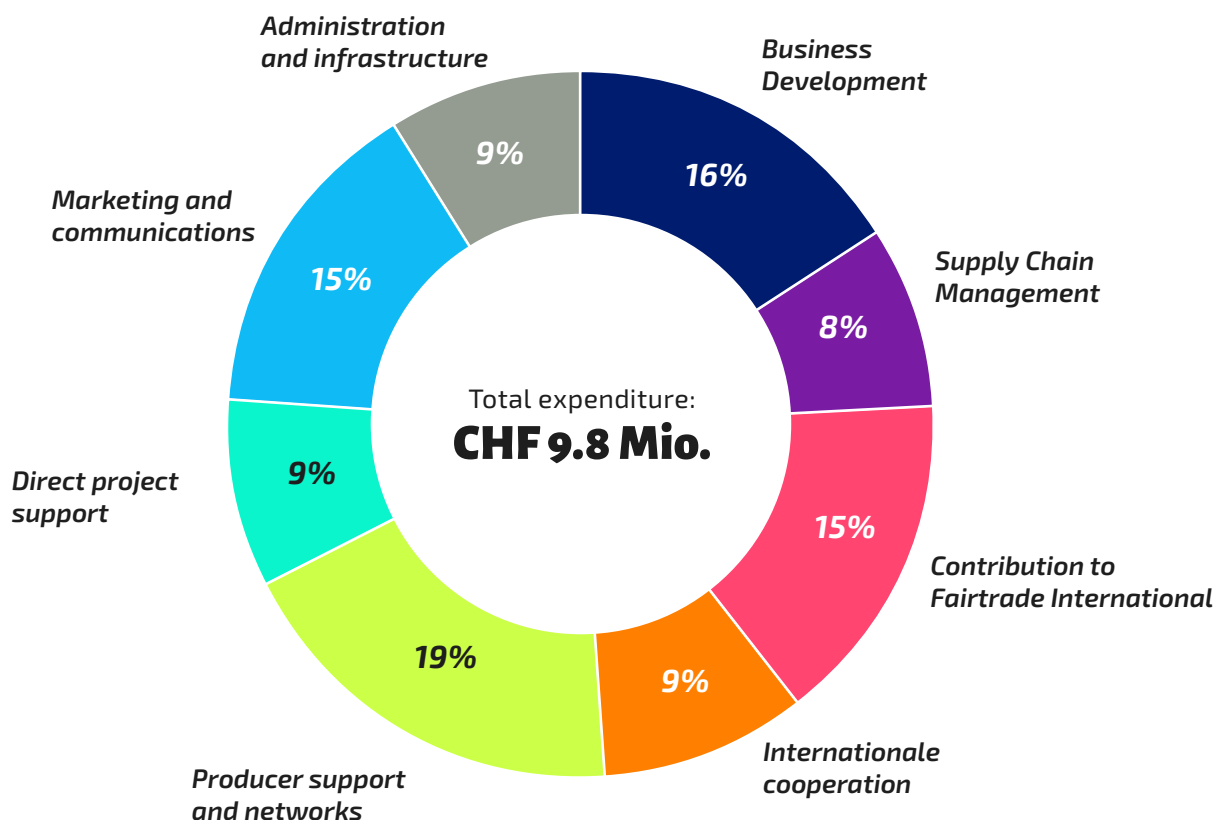
The financial result declined sharply in the year under review, with a difference of 261,144 francs (-114%) compared to the previous year. While the restructuring of financial assets in the previous year resulted in an exceptionally high realised capital gain, certain capital losses were incurred in 2025, which are to be booked in accordance with the Lower of Cost or Market principle. Accordingly, the financial result was

negative this year and had a negative impact on the overall result.

The organisational capital was systematically further developed in the year under review. In particular, the committed capital was increased by a further CHF 516,318 in order to finance planned investments in the strategic priorities of Fairtrade Max Havelaar and Fairtrade International as well as existing and new programmes in the coming years. The free capital remained stable and continues to secure the financial flexibility of the foundation.

Overall, the 2025 financial year confirms Fairtrade Max Havelaar's robust financial positioning. The Foundation continues to invest selectively in its strategic priorities and remains financially stable and operationally capable even under increasingly challenging conditions.

Allocation of expenses 2024



Balance sheet

Assets CHF	Appendix ⁴	2025	2024
Current assets			
Flüssige Mittel	4.1	2'860'349	2'663'590
Accounts receivable	4.2	752'474	437'755
Other current receivables		10	1'867
Active Prepaid expenses	4.3	2'012'332	2'083'582
		5'625'166	5'186'794
Non-current assets			
Financial investments	4.4	2'603'516	2'544'438
Property	4.5	78'141	39'232
Intangible assets	4.5	95'457	189'285
		2'777'113	2'772'955
Total assets		8'402'279	7'959'749

Liabilities & equity CHF	Appendix	2025	2024
Short-term liabilities			
Trade payables	5.1	428'931	470'807
Other short-term liabilities	5.2	374'830	425'853
Short term provisions	5.3	83'500	94'333
Deferred income	5.4	195'165	191'603
		1'082'427	1'182'596
Fund capital			
Restricted funds		0	7'465
Liabilities including restricted funds		1'082'427	1'190'061
Organisational capital			
Paid-up foundation capital	6	190'002	190'002
Fixed capital		2'009'173	1'492'855
Generated unrestricted capital		5'120'678	5'086'831
		7'319'852	6'769'688
Total liabilities & equity		8'402'279	7'959'749

These financial statements have been audited by BDO Zurich in the course of an ordinary audit and have been found to be in order. They give a true and fair view of the financial position, the results of operations and the cash flows in accordance with Swiss GAAP FER and comply with Swiss law and the Articles of Foundation.



⁴ The full auditors' report and the annual account together with the performance report and all notes can be found at www.fairtrade.net/ch-de

Operating account

Operating income	Appendix	2025	2024
License income from third parties		9'327'977	9'200'728
Income from services		542'367	282'027
Losses from receivables		(1'804)	400
Income from services		9'868'540	9'483'155
Income from earmarked donations		33	33
Income from donations		33	33
Income from earmarked mandate contributions		239'440	195'740
Income from earmarked programmes contributions		220'228	171'874
Ertrag Beiträge		459'668	367'614
Other operating income		92'001	119'012
Total operating income		10'420'243	9'969'814

Operating expenses	Appendix	2025	2024
Contributions paid – mandates & programmes		(466'697)	(460'293)
Direct costs of services		(1'010)	(36'444)
Personnel expenses		(4'201'095)	(3'919'060)
Administration expenses		(704'734)	(657'837)
International cooperation		(3'734'515)	(3'915'346)
Marketing and communication expenses		(592'938)	(471'387)
Depreciation of property and intangible assets	4.5	(143'156)	(146'208)
Operating expenses		(9'844'145)	(9'606'574)
Operating result		576'098	363'240
Financial income		61'897	452'082
Financial expenses		(95'295)	(224'335)
Financial result	7	(33'398)	227'746
Exceptional income	11	0	39'701
Exceptional result		-	39'701
Result before change to fund capital		542'699	630'687
Change to fund capital		7'465	132'086
Fund result of appropriated reserve	8	7'465	132'086
Annual profit/loss before change to organisational capital		550'164	762'774
Allocation/use of organisational capital			
Change in restricted capital		(516'318)	(375'641)
Net income before allocation/use of retained earnings		33'847	387'133

Commodity & market development 2025

Sales volume of the most important commodities compared to the previous year



Bananas
39'775 tons
+0%



Flowers
81'006'581 stems
+5%



Coffee⁵
9'455 tons
-10%



Cocoa
9'526 tons
+4%



Fruit juices
12'860'550 litres
-8%

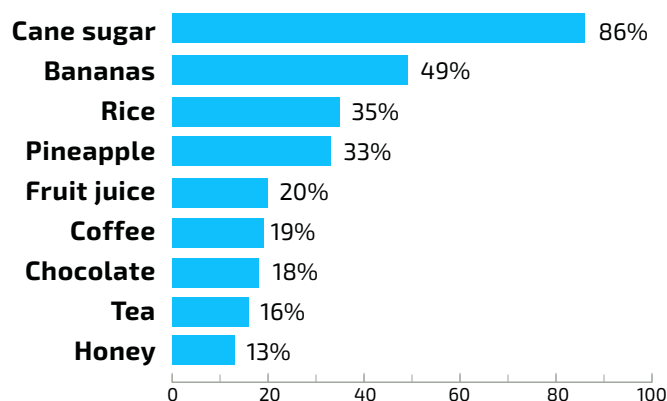


Cane sugar
7'739 tons
-4%

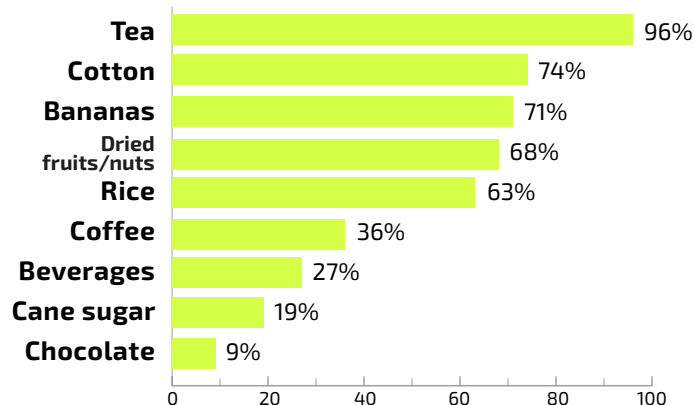
Sales per product category

Product	Sales 2025 in CHF	Change compared to 2024
Confectionery products	276'118'913	10.1%
- Chocolate	232'283'913	10.9%
- Cookies and others	43'834'999	5.9%
Bananas	115'680'138	2.4%
Coffee	108'786'636	9.3%
Dairy products	82'220'984	8.6%
- Yoghurt	43'011'684	-6.5%
- Milkshakes	27'302'617	41.2%
- Miscellaneous items	11'906'683	14.3%
Exotics	79'610'850	3.6%
- Fresh Fruits & Vegetables	52'643'113	12.2%
- Convenience/tinned products	26'967'737	-10.0%
Flowers & plants	68'554'112	3.6%
Dried fruits/nuts	66'183'595	10.3%
Bakery products	62'609'113	-4.5%
Beverages	54'918'745	1.2%
- Juices	30'209'300	-1.1%
- Cold drinks	23'338'131	3.2%
- Alcoholic beverages	1'371'314	24.7%
Ice creams	50'162'191	-16.5%
Rice	27'283'554	2.9%
Composite products	25'158'080	24.0%
Gold	19'959'835	179.6%
Cane sugar	10'406'951	-2.5%
Spreads	9'533'670	10.5%
- Honey	5'873'290	30.1%
- Other	3'660'380	-11.0%
Spices	6'538'136	7.9%
Quinoa	4'639'790	9.7%
Tea	4'492'157	14.9%
Cotton products	1'565'708	5.3%
Sport balls	174'132	30.6%
Total	1'074'597'290	6.3%

Market share⁶



Organic share⁷



⁵ Also includes non-labelled Fairtrade coffee

⁶ Estimated retail market share based on sales volumes.

Source: AC Nielsen.

⁷ Percentage of Fairtrade commodities that also fulfil organic standards, based on sales volumes.

Credits

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