



Press release

Business development in 2022

JURA has sold over half a million coffee machines for the second consecutive year

JURA back on planned growth trajectory

Niederbuchsiten, 8 June 2023 – **After experiencing growth of over 20% in 2021, in 2022 the turnover of JURA Elektroapparate AG, based in Niederbuchsiten (SO), fell slightly by 2.2% to CHF 688.7 million. However, with sales of 511 500 units, JURA sold over half a million coffee machines in one year for the second year running.**

During the pandemic the company benefited from a strong rise in demand for household coffee machines, but this increase abated during the course of 2022. As a result, the number of units in the entry-level and mid-level segments fell slightly. By contrast, the premium and professional segments showed an increase. “Following the effects of the pandemic, we are now moving back toward our planned growth trajectory,” said CEO Emanuel Probst. “For JURA, 2022 was a year of innovation. In June we inaugurated the JURA Campus. This new innovation, technology and quality centre will enable us to bring new products to the market even faster and with even higher quality.” Representing an investment of CHF 29 million, the new facility signals the company’s strong commitment to Switzerland as an innovation hub and provides an attractive working environment for approximately 50 employees in R&D.

Business development		
	2022	2021
Revenue		
Revenue of the JURA Group in million CHF	688.7	704.1
Share of revenue: Europe	74.1%	79.1%
Share of revenue: Rest of World	25.9%	20.9%
Sales		
Number of automatic coffee machines	511 500	548 000
Employees		
Full-time positions – Group	868	861
Full-time positions – Switzerland (including 26 apprenticeships)	280	274
Proportion	32.3%	31.8%
Full-time positions – international	588	587
Proportion	67.7%	68.2%

JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. The company’s products stand for the perfect coffee result from fresh beans, always freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models for the office. In recent years, the long-established Swiss brand has grown to become a global player, operating in around 50 countries.