



Press release

A look back at 2020 – Outlook for 2021

In 2020, the Swiss coffee machine specialist sold 50 000 units more than in the previous year and achieved a record turnover of CHF 579.9 million

JURA surpasses growth targets – "Coffee is regarded as a basic need"

Niederbuchsiten, 25 March 2021 – Last year JURA Elektroapparate AG, headquartered in Niederbuchsiten, Switzerland, achieved a turnover of CHF 579.9 million, representing a growth of 6.9%. The increase resulted from the sale of 448 000 coffee machines – 50 000 more than in the previous year. "This was partly due to a rise in demand during lockdown," explained CEO Emanuel Probst at today's press conference. "Coffee is regarded as a basic need by people all over the world." And thanks to JURA, there are now many more ways to enjoy it. Probst presented the new Z10 model, which offers not only hot-brewed coffee but also cold brew specialities at the touch of a button. "We're creating a whole new market segment," said the CEO. JURA's general aim is to further accelerate the pace of innovation. Key to this is the innovation centre JURA Campus, currently being built in Niederbuchsiten, Switzerland.

Business development		
	2020	2019
Revenue		
Revenue of the JURA Group in mill. CHF	579.9	542.4
Share of revenue: Europe	81.2%	80.5%
Share of revenue: Rest of World	18.8%	19.5%
Sales		
Number of automatic coffee machines	448 000	398 000
Employees		
Full-time positions – Group	808	788
Full-time positions – Switzerland (including 23 trainees)	268	275
Proportion	33.2%	34.9%
Full-time positions – international	540	513
Proportion	66.8%	65.1%

448 000 coffee machines – an increase of 50 000

The last press conference a year ago took place right at the beginning of the worldwide lockdown. In spite of the uncertain situation, JURA CEO Emanuel Probst was confident and announced a target volume of 420 000 coffee machines. Looking back today over the past

year, he announced that this target had not only been achieved but clearly surpassed. With 448 000 units, JURA sold 50 000 more coffee machines last year than in 2019. This growth occurred in the household segment, which more than compensated for a drop in the office segment. Despite, or perhaps as a result of lockdown, demand for really high-quality coffee at home and in the home office had risen worldwide, Probst reported. "The world is sitting at home... and drinking coffee," the JURA CEO said. JURA could also look back on a successful year in terms of turnover, which grew by 6.9% compared with the previous year to CHF 579.9 million.

Responding to lockdown

Growth was by no means guaranteed. During various lockdowns, nearly all of JURA's approximately 5000 sales outlets worldwide were closed at some time or another. But a solid business basis and clear brand positioning enabled the company to pursue an aggressive strategy. JURA actively promoted the use of digital tools, with the online sales support tool JURA LIVE, launched in 2013, being rolled out worldwide and continuously refined. "This allowed us to stay in touch with our customers, provide them with expert advice and actively support retailers during closures," said Probst. In terms of communication, JURA launched an online and TV campaign called 'Home Office Ready'. The success of the campaign was reflected in growing global demand for speciality coffee brewed at home at the touch of a button.

Goals for 2021

This year JURA will concentrate on innovation. Emanuel Probst explained: "We are currently focusing on the worldwide launch of the new Z10. As you would expect, this automatic speciality coffee machine offers the full range of hot-brewed coffees. But it also has a completely new feature, because the Z10 also prepares cold brew specialities using the espresso method. This doubles the range of specialities available and opens up a whole new dimension in the enjoyment of coffee. At the touch of a button, always freshly ground, not capsuled..." JURA had presented this game-changing product to its global distributors and key retail partners at a digital conference. Initial reactions were very promising, with this new way of enjoying coffee being greeted with tremendous enthusiasm. The aim is now to bring this inspiration to coffee lovers worldwide with a 'phygital' strategy combining digital business processes with a physical experience.

The second focus will be the completion of the new innovation centre JURA Campus, in which JURA is investing over CHF 20 million. The first departments are due to move in by the end of 2021 and the centre is to be formally inaugurated in the following year. "The heart of the JURA Campus will be the automated endurance testing facility with 102 test stations," said Probst. "This will triple our current laboratory capacity and enable us to significantly increase the pace of innovation." The JURA Campus is intended to become an internationally recognised centre of excellence and a clear signal of JURA's commitment to its Swiss roots.

Half a million coffee machines anticipated

Product innovations, a strong distribution network in around 50 countries and modern sales outlets will provide the basis for continued growth. For 2021, JURA has set itself the ambitious target of selling half a million units. This increase is once again expected to come from the household segment. In addition to this, JURA has a wide range of complete coffee solutions for the office. Once working life returns to normal, these will allow safe coffee breaks in small groups with compact, flexible coffee machines.

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.
