



Who earns the most from cocoa?

The country that grows it, or the one that processes and sells it? Customs data, 2023.

Côte d'Ivoire

World's No. 1 cocoa bean producer

≈ **40%**

of the world's cocoa
production

\$3.3bn

of cocoa beans exported

Germany

No climate for cocoa trees

0 kg

of cocoa grown

\$6.4bn

of chocolate exported:
world's No. 1 exporter

Worldwide: **\$7.8bn** of cocoa beans exported, but **over \$36bn** of chocolate. The finished product is worth almost **5 times** the raw material.



Who gets what from a chocolate bar?

1 kg of dark chocolate sold in France: €9.32 on average. Here is where that money goes.



18.6%

€1.73 per kg

Producing countries: farmers,
collection and export



7.5%

€0.70 per kg

Cocoa grinding and other ingredients



74%

€6.89 per kg

Manufacturers, brands and retail,
mostly in Europe

Farmers alone receive **11.3%**, about €1 per kg. For milk chocolate, producing countries keep only **12.5%**.



Making chocolate at origin: Madagascar

Chocolaterie Robert: founded in 1940, Malagasy-owned since 1977. The whole chain stays on the island.

1

Grow

Sambirano valley plantations

2

Grind

Cocoa mass and butter

3

Make

Factory in Antananarivo

4

Sell

Under its own brand



From bean to bar, the value stays in Madagascar.

In the AVPA contest results

- 2026: Silver, Ottange 75% + 2 Gourmet Diplomas
- 2025: Silver, Domaine Vohibinany 70%