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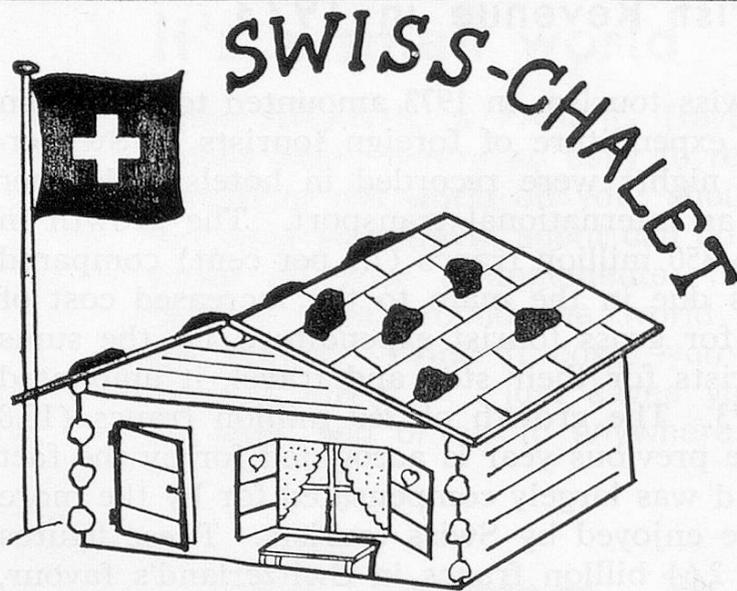
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# The Swiss Deep-Frozen Foods Industry In 1973

The total consumption of deep-frozen products in Switzerland increased by 5.2 per cent in 1973, rising from 74,311 to 78,361 metric tons, which works out at an average of 12.4 kg per head of the population. The evolution of the market varied according to the groups of products; compared with total consumption, the part played by poultry continued to drop, reaching 44.5 per cent (48.8 per cent in 1972); sales cent of the total (12.2 per cent in 1972). Fish accounted for 11.5 per cent of vegetables, which increased by 19.9 per cent now represent 13.7 per cent of the total consumption, potato-based products 11.5 per cent, the remainder being made up of fruit and fruit juice, meat and bakery products, three groups which in 1973 showed a growth far exceeding the average. The ice-cream market, which is the subject of separate statistics, also grew considerably during the past year: consumption increased by 11.2 per cent, to amount to 37.4 million litres, i.e. more than 6 litres per head of the population. Although it is estimated that 57 per cent of Swiss homes have some means of storing deep-frozen products and that almost a quarter have their own deep-freeze unit, sales of chest and upright type freezers increased by 21.8 per cent in 1973 to total 110,866 units.—(SODT).



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