



Press release

Business development in 2021

In 2021, JURA sold 100 000 more coffee machines than in the previous year and achieved a turnover of CHF 704.1 million – the highest in its history

JURA grows by over 20%

Niederbuchsiten, 21 June 2022 – In 2021, JURA Elektroapparate AG, headquartered in Niederbuchsiten, Switzerland, achieved a turnover of CHF 704.1 million, representing a growth of 21.4%. The increase resulted from the sale of 548 000 coffee machines – 100 000 more than in the previous year. The company released these figures to coincide with the formal inauguration of the JURA Campus. This new technology, innovation and quality centre will enable JURA to significantly increase the pace of innovation while further enhancing product quality. "At the JURA Campus, we're tripling our laboratory capacity and completely re-thinking our processes. The campus will help us to up the pace of our innovation process," explained CEO Emanuel Probst, speaking at the official opening. The opening took place during this year's global sales conference, which was attended by over 400 guests from some 50 countries (employees of JURA sales companies and distributors).

Business development	2021	2020
Revenue		
Revenue of the JURA Group in million CHF	704.1	579.9
Share of revenue: Europe	79.1%	81.2%
Share of revenue: Rest of World	20.9%	18.8%
Sales		
Number of automatic coffee machines	548 000	448 000
Employees		
Full-time positions – Group	861	808
Full-time positions – Switzerland (including 23 trainees)	274	268
Proportion	31.8%	33.2%
Full-time positions – international	587	540
Proportion	68.2%	66.8%

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.