

Other Hot Drinks in Switzerland

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Other Hot Drinks in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Traditional demand for chocolate-based flavoured powder drinks and malt-based hot drinks Retail current value sales grow in an inflationary climate Wander marries a strong brand portfolio with sustainability initiatives to win over consumers

PROSPECTS AND OPPORTUNITIES

The health and wellness trend and competition from coffee and tea dampen the outlook Ovomaltine remains critical to the performance of malt-based hot drinks Swiss-origin brands and products to continue to gain momentum

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