

# Wine in Switzerland

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

On-trade recovery boosts the overall performance of wine

Shift to higher-quality wine but in smaller quantities

Schenk leverages wide offer and price points and new product development to stay ahead of the field

#### PROSPECTS AND OPPORTUNITIES

Return to pre-pandemic norms to continue to push sparkling wine and non alcoholic wine

“Lighter” wines to gain on “heavier” wines

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## Alcoholic Drinks in Switzerland - Industry Overview

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On-trade vs off-trade split  
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