Euromonitor International

Hot Drinks in Switzerland

December 2025

Table of Contents

EXECUTIVE SUMMARY

Healthy performance reported in hot drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Modest growth reflects cultural importance of hot drinks
Health and wellness trends play pivotal role shaping hot drinks consumption
Premiumisation trend plays a bigger influence

WHAT'S NEXT?

Modest outlook despite the maturity of hot drinks
Premiumisation and sustainability will remain key drivers
Status quo in terms of distribution and the competitive landscape

COMPETITIVE LANDSCAPE

Nestlé Suisse SA reaffirms its stronghold in hot drinks
Shift to private label is evident

CHANNELS

Supermarkets hold dominant position, but discounters are gaining share
Gradual rise in retail e-commerce sales
Sluggish performance in foodservice as consumers make cutbacks

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025
Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Coffee in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable performance for the coffee category

INDUSTRY PERFORMANCE

Resilient demand for a Swiss favourite

Growth of sustainable coffee pod solutions driven by new innovations

WHAT'S NEXT?

Rising demands for higher quality, traceable and sustainable coffee.

Technological advancements to shape the coffee industry

Sustainable features will be point of differentiation

COMPETITIVE LANDSCAPE

Nestlé Suisse SA strengthens position with premium brands

Migros Genossenschaftsbund eG holds dominant position with private label

CHANNELS

Grocery retailers are the stand out retail channel for coffee

Retail e-commerce helps promote speciality and niche coffees

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2020-2025

Table 31 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 32 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 33 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 36 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Tea in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea consumption shifts to healthier lines

INDUSTRY PERFORMANCE

Health positioning supports tea category performance

Fruit and herbal tea is embraced as part of self-care and wellbeing rituals

WHAT'S NEXT?

Lower caffeine levels and health perceptions to support category growth

Technological advances will raise the focus on quality and sustainability
Healthier tea products to expand

COMPETITIVE LANDSCAPE

Private label holds a strong position in tea
Morga AG taps into health trend with Floramed medicinal teas

CHANNELS

Supermarkets lead channels supported by high private label penetration
On-the-go lifestyles drive sales via forecourt retailers

CATEGORY DATA

Table 37 - Retail Sales of Tea by Category: Volume 2020-2025
Table 38 - Retail Sales of Tea by Category: Value 2020-2025
Table 39 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
Table 40 - Retail Sales of Tea by Category: % Value Growth 2020-2025
Table 41 - NBO Company Shares of Tea: % Retail Value 2021-2025
Table 42 - LBN Brand Shares of Tea: % Retail Value 2022-2025
Table 43 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
Table 44 - Forecast Retail Sales of Tea by Category: Value 2025-2030
Table 45 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
Table 46 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Other Hot Drinks in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks remain challenged

INDUSTRY PERFORMANCE

Sugar concerns challenge the other hot drinks category
Malt-based hot drinks show some resilience

WHAT'S NEXT?

Sugar concerns will dampen consumption of chocolate-based flavoured powder drinks
Technological advances to support product development
EU legislation poses further limitations

COMPETITIVE LANDSCAPE

Stable competitive landscape led by Wander AG
Private label growth due to elevated price sensitivity

CHANNELS

Sales are heavily skewed among grocery retailers
On-the-go consumption drives sales through forecourt retailers and vending channels

CATEGORY DATA

Table 47 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025
Table 48 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025
Table 49 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025
Table 50 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025
Table 51 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 52 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025
Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030
Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030
Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030
Table 56 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-switzerland/report.