

Cheese in Switzerland

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Cheese sales benefit from the offering of high-quality, domestic produce
Soft cheese boosts current retail value growth due to its healthier image
Domestic players lead, with consumers regarding Swiss cheese as superior

PROSPECTS AND OPPORTUNITIES

Positive growth is driven by soft cheese, which remains popular due to its versatility
Swissness will boost the growth of domestic goods, with imports benefiting from low prices
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Dairy Products and Alternatives in Switzerland - Industry Overview

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DISCLAIMER

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