

# Spirits in Switzerland

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Reopening of society pushes return to on-trade consumption  
Premiumisation and non alcoholic spirits gain traction  
Premiumisation trend boosts appeal of food/drink/tobacco specialists

### PROSPECTS AND OPPORTUNITIES

Shift to on-trade in line with premium and cocktail trends  
Polarisation of demand trend  
The competitive landscape is set to intensify amid innovation and new product development

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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