

Cider/Perry in Switzerland

November 2023

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Cider/Perry in Switzerland - Category analysis

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2022 DEVELOPMENTS

Gradual return to foodservice drives total volume growth in 2022

Non alcoholic options gain some traction but regular products shape and drive the category

Local players benefit from consumer trust and company/brand awareness to lead cider/perry

PROSPECTS AND OPPORTUNITIES

Stronger development and promotion is required to drive dynamism in cider/perry

Cider/perry fits with more moderate drinking trend

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