

Health and Wellness in Switzerland

December 2023

Table of Contents

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Falling demand for hot drinks generally hits health and wellness hot drinks hard

2022 sees natural drinks lead the way as consumers adopt a holistic approach to health

Brain health and memory posts growth post-COVID-19

PROSPECTS AND OPPORTUNITIES

Numerous trends set to emerge from the rising interest in health and wellness hot drinks

Natural set to remain the largest health and wellness hot drinks category

Probiotic hot drinks set to rise in significance

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Soft Drinks in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

A strong sales performance as consumers increasingly demand healthy beverages

2022 sees natural soft drinks maintain its position as the largest category

Interest in no fat health and wellness soft drinks on the up

PROSPECTS AND OPPORTUNITIES

A bright future ahead for an industry in tune with emerging consumer demand trends

Lactose free soft drinks to increase

Keto concentrates to benefit from popularity of keto diet overall

CATEGORY DATA

Table 9 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 10 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 11 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 12 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 15 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 16 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Snacks in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising consumer interest in no sugar snacks remains the most prominent trend
Vegan maintains its status as the most important health and wellness snacks category
Good source of omega 3s health and wellness snacks on the rise

PROSPECTS AND OPPORTUNITIES

High demand for low-cost organic snacks to support rising sales for private label
Vegan snacks slated to record highest absolute growth over the forecast period
Brain health and memory slated to rise in significance

CATEGORY DATA

Table 17 - Sales of Snacks by Health and Wellness Type: Value 2019-2022
Table 18 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022
Table 19 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022
Table 20 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022
Table 21 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022
Table 22 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022
Table 23 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027
Table 24 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HW Dairy Products and Alternatives in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stricter cow's milk regulations lead to improved organic standards and higher prices
Lactose free leads health and wellness dairy products and alternatives in 2022
Good source of omega 3s records positive growth

PROSPECTS AND OPPORTUNITIES

Demand for fortified and functional dairy products and alternatives set to remain strong
Lactose free set to boom as more people become aware of their lactose intolerance
Cardiovascular health slated to rise in significance over the forecast period

CATEGORY DATA

Table 25 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022
Table 26 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022
Table 27 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022
Table 28 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
Table 29 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20
Table 30 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2
Table 31 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022
Table 32 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027
Table 33 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW Cooking Ingredients and Meals in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Desire to reduce salt and sugar intake continues to spur sales growth
Vegetarian remains the largest category of health and wellness cooking ingredients
High protein sees demand spread from fitness enthusiasts

PROSPECTS AND OPPORTUNITIES

Demand for gluten free set to grow as the spotlight falls on coeliac disease
Vegan slated for strong performance as consumers focus on sustainability and nutrition
Immune support set to grow in importance as a health and wellness claim

CATEGORY DATA

Table 34 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 35 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 36 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 37 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 38 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 39 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 41 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 42 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW Staple Foods in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Animal welfare concerns boost demand for organic and plant-based products
Organic staple foods gain ground as consumers prioritise sustainability
Brain health and memory sees increased demand in the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Top grocery retailers Migros and Coop to drive innovation, especially on organic front
Vegan set to remain a most promising health and wellness staple foods category
Keto staple foods set to continue benefiting from contemporary diet trends

CATEGORY DATA

Table 43 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 44 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 45 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 46 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 47 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 48 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 50 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 51 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

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/health-and-wellness-in-switzerland/report.