Euromonitor International

Health and Wellness in Switzerland

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Table of Contents

Health and Wellness in Switzerland

EXECUTIVE SUMMARY

Swiss consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Health at the centre of consumer purchasing decisions as obesity rates rise
Health, sustainability, and animal welfare concerns push consumers towards plant-based diets

WHAT'S NEXT

Bright outlook for health and wellness with consumers making more informed choices

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HW Hot Drinks in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for healthier hot drinks remains strong despite economic pressures

INDUSTRY PERFORMANCE

Consumers increasingly looking for more from their hot drinks
Natural claims come out on top
No caffeine hot drinks attract consumers looking to relax and improve their sleep

WHAT'S NEXT

Focus on health and wellness set to intensify within Switzerland's hot drinks market
Environmental concerns steering consumers towards natural and organic products
Rising health concerns set to push no caffeine claims

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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HW Soft Drinks in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Swiss consumers demand more from their soft drinks than just hydration

INDUSTRY PERFORMANCE

Swiss consumers looking for healthier and more personalised ways to rehydrate
Natural and organic claims appeal to health conscious locals
Growing concerns over the threat posed by sugar informing market demand

WHAT'S NEXT

Soft drinks producers set to focus on health and wellness claims in marketing and innovation
Natural claims set to become increasingly integral to the future of soft drinks
Keto diet trend and rising health concerns should boost sales of no sugar soft drinks

CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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HW Snacks in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Players respond to evolving market demands with a growing range of healthy snacks

INDUSTRY PERFORMANCE

Consumers keen to make healthier and more ethical decisions when buying snacks
Vegetarian and vegan population expanding rapidly and informing new product development
Natural claims gain favour among health conscious consumers

WHAT'S NEXT

Consumers expected to demand healthier and more sustainable snacks
Challenges and opportunities ahead for vegetarian and vegan snacks
Natural claims offer a route to premiumisation

CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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HW Dairy Products and Alternatives in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness informing market demand

INDUSTRY PERFORMANCE

Consumers show willingness to invest in healthier dairy products and alternatives
Lactose free claims capturing a growing market audience
Plant-based dairy thriving as health, environmental and animal welfare concerns grow

WHAT'S NEXT

Fortified and functional dairy products and alternatives full of potential
New technology could help to expand the market for lactose free dairy
Plant-based dairy set to continue on an upward trajectory as demand grows

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Cooking Ingredients and Meals in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers looking for healthy, sustainable and natural cooking ingredients and meals

INDUSTRY PERFORMANCE

Rising health concerns pushing consumers to make healthier choices
Health and ethical considerations steer consumers towards plant-based diets
Natural claims gain weight as consumers focus on heart health

WHAT'S NEXT

Focus on home cooking and food allergies should benefit sales
Vegan claims set to benefit from new product development and innovation
Natural claims set to remain at the heart of the health and wellness movement

CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024
Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029
Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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HW Staple Foods in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Market players responding to the growing demand for healthier staple foods

INDUSTRY PERFORMANCE

Players invest in new product development to capitalise on evolving market trends
Swiss consumers lead the way in the demand for organic products
Gluten free claims attracting a wider audience of consumers

WHAT'S NEXT

Bright outlook for health and wellness staple foods despite economic pressures
Tightening regulations could limit growth in organic staple foods despite rising demand
Players set to lean into gluten free and other claims to add value

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024
Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024
Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024
Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029
Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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