



Euromonitor
International

Fine Wines/Champagne and Spirits in Switzerland

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Premiumisation and artisanal trends drive category growth
- Competitive landscape characterised by mix of major global brands and local producers
- Increasing digitalisation supported by local entities and producers

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[Luxury Goods in Switzerland - Industry Overview](#)

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- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-switzerland/report.