

# Plant-Based Dairy in Switzerland

September 2023

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## Plant-Based Dairy in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales are driven by health, veganism and rising interest in sustainability  
Other plant-based milk sees positive growth, bolstered by the popularity of oat products  
Players focus on innovative launches to boost sales in a new category

#### PROSPECTS AND OPPORTUNITIES

The growing popularity of veganism boosts growth across the forecast period  
Rising interest in sustainability set to drive ongoing growth in plant-based options  
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