



HW Hot Drinks in Switzerland

January 2026

Table of Contents

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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Health and Wellness in Switzerland - Industry Overview

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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