

# HW Soft Drinks in Switzerland

December 2023

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### 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

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Overview

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