

HW Snacks in Switzerland

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising consumer interest in no sugar snacks remains the most prominent trend
Vegan maintains its status as the most important health and wellness snacks category
Good source of omega 3s health and wellness snacks on the rise

PROSPECTS AND OPPORTUNITIES

High demand for low-cost organic snacks to support rising sales for private label
Vegan snacks slated to record highest absolute growth over the forecast period
Brain health and memory slated to rise in significance

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Overview

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