Euromonitor International

HW Staple Foods in Switzerland

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HW Staple Foods in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Market players responding to the growing demand for healthier staple foods

INDUSTRY PERFORMANCE

Players invest in new product development to capitalise on evolving market trends
Swiss consumers lead the way in the demand for organic products
Gluten free claims attracting a wider audience of consumers

WHAT'S NEXT

Bright outlook for health and wellness staple foods despite economic pressures
Tightening regulations could limit growth in organic staple foods despite rising demand
Players set to lean into gluten free and other claims to add value

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-staple-foods-in-switzerland/report.