

# Juice in Switzerland

January 2023

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## Juice in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Stagnation of juice consumption mitigated by rising demand for premium 100% juice  
Nectars (25-99% juice) face challenges but new products may attract new consumers  
Local manufacturers find niches to boost their shares, despite private label dominance

#### PROSPECTS AND OPPORTUNITIES

Maturity and competition from other categories undermine positive growth factors  
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