

RTD Coffee in Switzerland

January 2023

Table of Contents

RTD Coffee in Switzerland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

On-the-go purchases recover while home consumption remains high

Latesso the most innovative brand under a new ownership

Dominant brand Emmi Caffè Latte and main challenger Latesso retain control of RTD coffee

PROSPECTS AND OPPORTUNITIES

Growth prospects remain solid as category is not yet mature

Plant-based recipes and cold brew coffee to remain key premiumisation strategies

Challenges from other soft drinks could put pressure on RTD coffee

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Coffee: Volume 2017-2022

Table 2 - Off-trade Sales of RTD Coffee: Value 2017-2022

Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022

Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022

Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022

Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022

Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022

Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027

Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2022-2027

Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027

Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2022-2027

Soft Drinks in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Switzerland

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SOURCES

Summary 1 - Research Sources

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