



Spirits in Switzerland

December 2022

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Spirits in Switzerland - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade sales bounce back in 2021 but obstacles to growth remain

Cocktails back on the menu as restrictions ease

Consumers willing to pay more for the perfect drink while Diageo continues to win ground with its English gin

PROSPECTS AND OPPORTUNITIES

On-trade sales set to bounce back fully as remaining restrictions are lifted

Polarisation expected as consumers focus on value and quality

Taking the alcohol out of spirits could offer new opportunities for distilleries

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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