



# Concentrates in Switzerland

January 2024

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## Concentrates in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slower growth for concentrates in 2023, despite efforts to broaden consumer base

At-home cocktail making trend continues to benefit sales

Private label continues to dominate, while SodaStream shows signs of reaching its peak

#### PROSPECTS AND OPPORTUNITIES

Growth potential remains dependent on demographic

Scope for the development of premium products

Locally sourced, sustainable and organic concentrates are expected to gain prominence

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