



**Euromonitor
International**

Concentrates in Switzerland

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Concentrates enjoy robust volume growth in 2024
Syrups are used widely in French-Switzerland, but less so in German Switzerland
Private labels prevail thanks to the strength of Migros and Coop retail chains

PROSPECTS AND OPPORTUNITIES

Moderate growth predicted for concentrates over the forecast period
Healthier variants will be the focus areas for growth
Supermarkets will continue to dominate sales for the foreseeable future

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