



Euromonitor
International

Bottled Water in Switzerland

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Bottled water gets a boost in 2024, thanks to hot weather and health and wellness trend
- Functional bottled water benefits from innovative product launches
- Strong performance of private label allows Migros to retain the lead in 2024

PROSPECTS AND OPPORTUNITIES

- Stagnation forecast as bottled water faces maturity and ongoing competition from other soft drinks categories
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Soft Drinks in Switzerland - Industry Overview

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