



Euromonitor
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Soft Drinks in Switzerland

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Bottled Water in Switzerland

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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

Premiumisation will help maintain current value growth, albeit at a low level

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Private labels prevail thanks to the strength of Migros and Coop retail chains

PROSPECTS AND OPPORTUNITIES

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Strength of private label allows supermarkets to remain key distribution channel

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KEY DATA FINDINGS

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Mate-based RTD tea remains popular thanks to its natural caffeine content

Migros and Coop prevail once again in 2024 thanks to wide product selection across the price spectrum

PROSPECTS AND OPPORTUNITIES

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Small local grocers remains the leading distribution channel for sports drinks in Switzerland

PROSPECTS AND OPPORTUNITIES

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CATEGORY DATA

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