



Euromonitor  
International

# Drinking Milk Products in Switzerland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenges persist for cow's milk  
Flavoured milk drinks benefiting from new product development while semi skimmed remains the preferred option in milk  
Semi skimmed remains the preferred choice in cow's milk, while goat milk continues to grow

PROSPECTS AND OPPORTUNITIES

Cow's milk projected to continue on a downward path  
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DISCLAIMER

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