



Drinking Milk Products in Switzerland

August 2024

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Drinking Milk Products in Switzerland - Category analysis

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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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