



Wine in Switzerland

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to pre-pandemic habits and tourism flows boost on-trade volume sales
Premiumisation continues to shape demand
Appreciation of the in-store experience of buying wine limits e-commerce volume sales

PROSPECTS AND OPPORTUNITIES

Lower but more premium consumption to shape demand
Economic uncertainty to limit areas of potential growth
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Alcoholic Drinks in Switzerland - Industry Overview

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Competitive landscape
Retailing developments

On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
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