



Euromonitor
International

Spirits in Switzerland

June 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

On- and off-trade value sales grow fast as quality outweighs quantity
Improving selections and tastes pique interest in non-alcoholic spirits
Focus on local trends is an essential success factor

PROSPECTS AND OPPORTUNITIES

Shift to non-alcoholic spirits is anticipated
Premium spirits highly visible in the on-trade channel
Convenience and competitive prices to favour supermarkets

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
Summary 1 - Benchmark Brands 2023

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2018-2023
Table 2 - Sales of Spirits by Category: Total Value 2018-2023
Table 3 - Sales of Spirits by Category: % Total Volume Growth 2018-2023
Table 4 - Sales of Spirits by Category: % Total Value Growth 2018-2023
Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023
Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2018-2023
Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2018-2023
Table 10 - Sales of White Rum by Price Platform: % Total Volume 2018-2023
Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023
Table 12 - Sales of English Gin by Price Platform: % Total Volume 2018-2023
Table 13 - Sales of Vodka by Price Platform: % Total Volume 2018-2023
Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023
Table 15 - GBO Company Shares of Spirits: % Total Volume 2019-2023
Table 16 - NBO Company Shares of Spirits: % Total Volume 2019-2023
Table 17 - LBN Brand Shares of Spirits: % Total Volume 2020-2023
Table 18 - Forecast Sales of Spirits by Category: Total Volume 2023-2028
Table 19 - Forecast Sales of Spirits by Category: Total Value 2023-2028
Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 2 - Number of On-trade Establishments by Type 2018-2023

TAXATION AND DUTY LEVIES

Summary 3 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 22 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 31 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 32 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 33 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 34 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 4 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-switzerland/report.