



Cider/Perry in Switzerland

June 2024

Table of Contents

Cider/Perry in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry continues to enjoy summer popularity
Regular cider/perry shapes the category but opportunities for premiumisation exist
Large branded players and small independents find space in cider/perry

PROSPECTS AND OPPORTUNITIES

Value over volume growth in a quality and special occasion consumption climate
Limited space for non-alcoholic versions
Supermarkets to continue to cater to cider/perry drinkers

CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2018-2023
Table 2 - Sales of Cider/Perry: Total Value 2018-2023
Table 3 - Sales of Cider/Perry: % Total Volume Growth 2018-2023
Table 4 - Sales of Cider/Perry: % Total Value Growth 2018-2023
Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023
Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023
Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023
Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2019-2023
Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2019-2023
Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023
Table 12 - Forecast Sales of Cider/Perry: Total Volume 2023-2028
Table 13 - Forecast Sales of Cider/Perry: Total Value 2023-2028
Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028
Table 15 - Forecast Sales of Cider/Perry: % 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 1 - Number of On-trade Establishments by Type 2018-2023

TAXATION AND DUTY LEVIES

Summary 2 - 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 16 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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