



Euromonitor
International

Health and Wellness in Switzerland

August 2024

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Health and Wellness in Switzerland

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hot drinks sales rebound with a renewed focus on healthier options
Natural hot drinks seen as a healthier and higher quality option
As stress levels rise consumers ditch the caffeine

PROSPECTS AND OPPORTUNITIES

Bright outlook for health and wellness hot drinks with demand set to grow among locals and tourists
Natural and organic claims set to play a growing role in hot drinks
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Good source of omega 3s health and wellness snacks on the rise while snack bars benefit from their convenience

PROSPECTS AND OPPORTUNITIES

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Breakfast cereals a new battleground for healthy eating claims

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