



**Euromonitor  
International**

# Juice in Switzerland

December 2024

Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stagnation for juice in 2024 as it faces increasing competition from other categories  
Supply issues lead to higher prices for orange juice  
Strength of private label allows supermarkets to remain key distribution channel

#### PROSPECTS AND OPPORTUNITIES

Stagnation predicted due to saturation and competition from other categories  
Up-and-coming juices will register the best performance in the years ahead  
Competitive and distribution landscape set to remain stable over the forecast period

#### CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2019-2024  
Table 2 - Off-trade Sales of Juice by Category: Value 2019-2024  
Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2019-2024  
Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2019-2024  
Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2020-2024  
Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2021-2024  
Table 7 - NBO Company Shares of Off-trade Juice: % Value 2020-2024  
Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2021-2024  
Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2024-2029  
Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2024-2029  
Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029  
Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

## Soft Drinks in Switzerland - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

#### MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024  
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024  
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024  
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024  
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024  
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024  
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Switzerland

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## SOURCES

Summary 1 - Research Sources

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