



**Euromonitor
International**

Energy Drinks in Switzerland

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Return to hectic lifestyles enables energy drinks to perform well in 2024
- Healthier energy drinks are in vogue
- Little change in the competitive and distribution landscapes in 2024

PROSPECTS AND OPPORTUNITIES

- A coalition of factors will benefit the category over the forecast period
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Soft Drinks in Switzerland - Industry Overview

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