



Sports Drinks in Switzerland

December 2024

[Table of Contents](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for sports drinks in 2024 thanks to expansion of consumer base
Promena AG leads in a consolidated field, but new launch from domestic player attracts interest
Small local grocers remains the leading distribution channel for sports drinks in Switzerland

PROSPECTS AND OPPORTUNITIES

Only modest growth anticipated for the category over the forecast period
Competitive landscape looks set to remain stable in the years ahead
Better availability and cleaner positioning may help boost growth

CATEGORY DATA

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