



**Euromonitor  
International**

# Sweet Biscuits, Snack Bars and Fruit Snacks in Switzerland

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Better-for-you positioning supports value growth in a saturated market

Hug AG leads with legacy, while Schock KG gains traction with health-forward innovation

Retail e-commerce grows as consumer habits shift toward convenience and range

### PROSPECTS AND OPPORTUNITIES

Health-driven indulgence and snacking convenience to support ongoing category growth

Cereal bars poised for innovation amid rising demand for functional snacking

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