

Dairy Products and Alternatives in Switzerland

August 2024

Table of Contents

Dairy Products and Alternatives in Switzerland

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 5 Penetration of Private Label by Category: % Value 2019-2024
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby food continues to grow with milk formula a staple in many homes with young children

Mixed performances seen across baby food with a focus on health and convenience

Baby food retains a consolidated competitive landscape with consumers sticking with tried and trusted products

PROSPECTS AND OPPORTUNITIES

Convenience set remain a key growth driver for prepared baby food while increase in breastfeeding could undermine the growth of milk formula. The challenges and opportunities facing baby food producers

Prices expected to remain stable but new EU regulation could influence baby food in Switzerland

CATEGORY DATA

- Table 9 Sales of Baby Food by Category: Volume 2019-2024
- Table 10 Sales of Baby Food by Category: Value 2019-2024
- Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024
- Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
- Table 14 NBO Company Shares of Baby Food: % Value 2020-2024
- Table 15 LBN Brand Shares of Baby Food: % Value 2021-2024
- Table 16 Distribution of Baby Food by Format: % Value 2019-2024
- Table 17 Forecast Sales of Baby Food by Category: Volume 2024-2029
- Table 18 Forecast Sales of Baby Food by Category: Value 2024-2029
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Butter and Spreads in Switzerland

2024 DEVELOPMENTS

Health and wellness concerns continue to impact sales of butter and spreads

Swiss consumers retain a preference for local butter

Domestic butter impacted by shortage of Swiss milk

PROSPECTS AND OPPORTUNITIES

Challenges remain for butter and spreads

Margarine and spreads set to be the focus of new product development as butter reaches maturity

Rise in veganism presents a threat to dairy-based butter and spreads

CATEGORY DATA

- Table 21 Sales of Butter and Spreads by Category: Volume 2019-2024
- Table 22 Sales of Butter and Spreads by Category: Value 2019-2024
- Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
- Table 24 Sales of Butter and Spreads by Category: % Value Growth 2019-2024
- Table 25 NBO Company Shares of Butter and Spreads: % Value 2020-2024
- Table 26 LBN Brand Shares of Butter and Spreads: % Value 2021-2024
- Table 27 Distribution of Butter and Spreads by Format: % Value 2019-2024
- Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
- Table 29 Forecast Sales of Butter and Spreads by Category: Value 2024-2029
- Table 30 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
- Table 31 Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Cheese in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Swiss cheese remains a traditional favourite despite challenging circumstances

Mixed performances seen within cheese in 2024

Migros and Coop continue to play an important role in cheese in Switzerland

PROSPECTS AND OPPORTUNITIES

Uncertain outlook for cheese as economic pressures remain a concern

Manufacturers, retailers and trade associations all focused on promoting local cheese

Challenges and opportunities remain for cheese

CATEGORY DATA

- Table 32 Sales of Cheese by Category: Volume 2019-2024
- Table 33 Sales of Cheese by Category: Value 2019-2024
- Table 34 Sales of Cheese by Category: % Volume Growth 2019-2024
- Table 35 Sales of Cheese by Category: % Value Growth 2019-2024
- Table 36 Sales of Spreadable Cheese by Type: % Value 2019-2024
- Table 37 Sales of Soft Cheese by Type: % Value 2019-2024
- Table 38 Sales of Hard Cheese by Type: % Value 2019-2024
- Table 39 NBO Company Shares of Cheese: % Value 2020-2024
- Table 40 LBN Brand Shares of Cheese: % Value 2021-2024
- Table 41 Distribution of Cheese by Format: % Value 2019-2024
- Table 42 Forecast Sales of Cheese by Category: Volume 2024-2029
- Table 43 Forecast Sales of Cheese by Category: Value 2024-2029
- Table 44 Forecast Sales of Cheese by Category: % Volume Growth 2024-2029
- Table 45 Forecast Sales of Cheese by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenges persist for cow's milk

Flavoured milk drinks benefiting from new product development while semi skimmed remains the preferred option in milk Semi skimmed remains the preferred choice in cow's milk, while goat milk continues to grow

PROSPECTS AND OPPORTUNITIES

Cow's milk projected to continue on a downward path

Flavoured milk drinks still full of potential but players will need to respond to evolving market trends

Goat milk offers numerous advantages over cow's milk but high prices could remain an obstacle to wider acceptance

CATEGORY DATA

- Table 46 Sales of Drinking Milk Products by Category: Volume 2019-2024
- Table 47 Sales of Drinking Milk Products by Category: Value 2019-2024
- Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
- Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
- Table 50 NBO Company Shares of Drinking Milk Products: % Value 2020-2024
- Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
- Table 52 Distribution of Drinking Milk Products by Format: % Value 2019-2024
- Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
- Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
- Table 55 Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
- Table 56 Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Yoghurt and Sour Milk Products in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Another tough year for yoghurt and sour milk products, but plain yoghurt comes out on top

Healthy and convenient image ensures yoghurt remains popular despite ongoing challenges facing the category

Private label retains its dominance as prices remain inflated

PROSPECTS AND OPPORTUNITIES

Focus on healthy eating should support a return to growth for yoghurt and sour milk products

Health and wellness will remain the focus of new product development

Despite positive projections challenges remain for producers of yoghurt and sour milk products

CATEGORY DATA

- Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
- Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
- Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
- Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
- Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
- Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
- Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
- Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
- Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
- Table 66 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
- Table 67 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
- Table 68 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Other Dairy in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fromage frais and guark drives growth in other dairy as consumers make healthier choices

Many products suffering from an unhealthy image

Private label continues to dominate sales with strong value proposition

PROSPECTS AND OPPORTUNITIES

Fromage frais and quark set to remain the key growth driver

Challenges and obstacles remain for the future development of other dairy

The future of other dairy likely to remain in the hands of private label

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2019-2024

Table 70 - Sales of Other Dairy by Category: Value 2019-2024

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 72 - Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 73 - Sales of Cream by Type: % Value 2019-2024

Table 74 - NBO Company Shares of Other Dairy: % Value 2020-2024

Table 75 - LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 76 - Distribution of Other Dairy by Format: % Value 2019-2024

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 78 - Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

Plant-Based Dairy in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based dairy continues to enjoy strong growth momentum in 2024

Key trends converging to drive sales of plant-based dairy

New product development focuses on offering healthier and eco friendlier options

PROSPECTS AND OPPORTUNITIES

Other plant-based milk expected to expand and increase in popularity

Health and ethical concerns likely to remain the main source of growth over the forecast period

New technology could shake up the dairy industry

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-switzerland/report.