



Staple Foods in Switzerland

December 2024

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DISCLAIMER

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2024 DEVELOPMENTS

- The rising costs of raw materials negatively impacts retail volume growth in 2024
- Health concerns shape buying habits as retail volume declines for cakes and pastries
- New legislations require the origin of baked goods to be declared in retail and foodservice

PROSPECTS AND OPPORTUNITIES

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Innovations focus on added health benefits to align with rising wellness trends

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Weak performance for shelf-stable goods as environmental and nutrition concerns negatively impact sales

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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