

Plant-Based Dairy in Switzerland

August 2024

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Plant-Based Dairy in Switzerland - Category analysis

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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

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DISCLAIMER

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