



HW Soft Drinks in Switzerland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales rising as consumers look to make healthier choices
Consumers go natural as health concerns grow
Players responding to growing demand for better for you soft drinks

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Demand and availability of vegan and lactose free soft drinks set to increase
Keto diet trend could influence sales and new product development

CATEGORY DATA

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Health and Wellness in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

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