



Euromonitor  
International

# HW Soft Drinks in Switzerland

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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

### PROSPECTS AND OPPORTUNITIES

A bright future ahead for health and wellness soft drinks  
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

### DISCLAIMER

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