



# HW Snacks in Switzerland

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising consumer interest in no sugar snacks remains one of the most prominent trends

Vegan snacks thriving as consumers make healthier and more ethical choices

Good source of omega 3s health and wellness snacks on the rise while snack bars benefit from their convenience

#### PROSPECTS AND OPPORTUNITIES

High demand for low-cost organic snacks set to benefit private label

Vegan options set to expand across snacks as demand grows and investment increases

Nuts, seeds and trail mixes expected to have an important role to play over the forecast period

#### 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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