



HW Staple Foods in Switzerland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health, environmental and animal welfare concerns boost demand for organic and plant-based products

Organic staple foods gain ground as consumers prioritise sustainability

Breakfast cereals a new battleground for healthy eating claims

PROSPECTS AND OPPORTUNITIES

Migros and Coop expected to play a leading role in the growth and development of organic staple foods

Vegan set to remain the leading health and wellness claim in staple foods

Keto diet trend likely to continue influencing sales of staple foods

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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