

# Other Hot Drinks in Switzerland

December 2025

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## Other Hot Drinks in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Other hot drinks remain challenged

#### INDUSTRY PERFORMANCE

Sugar concerns challenge the other hot drinks category

Malt-based hot drinks show some resilience

#### WHAT'S NEXT?

Sugar concerns will dampen consumption of chocolate-based flavoured powder drinks

Technological advances to support product development

EU legislation poses further limitations

#### COMPETITIVE LANDSCAPE

Stable competitive landscape led by Wander AG

Private label growth due to elevated price sensitivity

#### CHANNELS

Sales are heavily skewed among grocery retailers

On-the-go consumption drives sales through forecourt retailers and vending channels

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## Hot Drinks in Switzerland - Industry Overview

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Healthy performance reported in hot drinks

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#### INDUSTRY PERFORMANCE

Modest growth reflects cultural importance of hot drinks

Health and wellness trends play pivotal role shaping hot drinks consumption

Premiumisation trend plays a bigger influence

#### WHAT'S NEXT?

Modest outlook despite the maturity of hot drinks

Premiumisation and sustainability will remain key drivers

Status quo in terms of distribution and the competitive landscape

## COMPETITIVE LANDSCAPE

Nestlé Suisse SA reaffirms its stronghold in hot drinks

Shift to private label is evident

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Supermarkets hold dominant position, but discounters are gaining share

Gradual rise in retail e-commerce sales

Sluggish performance in foodservice as consumers make cutbacks

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