



# Hot Drinks in Switzerland

December 2025

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### EXECUTIVE SUMMARY

Healthy performance reported in hot drinks

### KEY DATA FINDINGS

### 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

### CHANNELS

Supermarkets hold dominant position, but discounters are gaining share

Gradual rise in retail e-commerce sales

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Stable performance for the coffee category

### INDUSTRY PERFORMANCE

Resilient demand for a Swiss favourite

Growth of sustainable coffee pod solutions driven by new innovations

### WHAT'S NEXT?

Rising demands for higher quality, traceable and sustainable coffee.

Technological advancements to shape the coffee industry

Sustainable features will be point of differentiation

### COMPETITIVE LANDSCAPE

Nestlé Suisse SA strengthens position with premium brands

Migros Genossenschaftsbund eG holds dominant position with private label

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### INDUSTRY PERFORMANCE

Health positioning supports tea category performance

Fruit and herbal tea is embraced as part of self-care and wellbeing rituals

### WHAT'S NEXT?

Lower caffeine levels and health perceptions to support category growth

Technological advances will raise the focus on quality and sustainability  
Healthier tea products to expand

## COMPETITIVE LANDSCAPE

Private label holds a strong position in tea  
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[Other Hot Drinks in Switzerland](#)

## 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  
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