



# Concentrates in Switzerland

December 2025

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## Concentrates in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Convenience and affordability supports concentrates

#### INDUSTRY PERFORMANCE

Convenience and affordability ensures ongoing appeal of concentrates

Liquid concentrates remain the firm favourite

#### WHAT'S NEXT?

Stable performance reflects dependency on affordable soft drinks

Limited scope for true innovation

Reduced sugar variants to perform well

#### COMPETITIVE LANDSCAPE

Private label holds strong position alongside SodaStream (Switzerland) AG

Teisseire France SAS gains ground in 2025

#### CHANNELS

Grocery retailers account for bulk of channel sales

Retail e-commerce enjoys solid growth

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## Soft Drinks in Switzerland - Industry Overview

### EXECUTIVE SUMMARY

Solid performance for soft drinks

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Functional products in demand as health-focus continues to shape demand

Economic conditions weigh on category performance

Sustainability drives consumers towards local products

## WHAT'S NEXT?

Slower volume growth is anticipated  
Strong preference for local and Swiss-made products  
Stability in channel and outlet preferences

## COMPETITIVE LANDSCAPE

Grocery retailers lead with extensive private label range  
Intelligentfood Schweiz AG enjoys strong growth

## CHANNELS

Supermarket channel holds majority of retail value share  
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