



RTD Tea in Switzerland

December 2025

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RTD Tea in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retailers lead the development of RTD tea

INDUSTRY PERFORMANCE

Wider variety of products attracts consumer interest

Still RTD tea remains the preferred option

WHAT'S NEXT?

More brands set to capitalise on performance of RTD tea

Products will be shaped by modern lifestyles

Sustainable features to be weaved into developments

COMPETITIVE LANDSCAPE

Rising penetration of private label

Coca-Cola Beverages Suisse SA holds a leading position with Nestea and Fuze

CHANNELS

Grocery retailers have a strong advantage

On-the-go retail channels enjoy growth

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COUNTRY REPORTS DISCLAIMER

Soft Drinks in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Solid performance for soft drinks

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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

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Supermarket channel holds majority of retail value share

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