



# Bottled Water in Switzerland

December 2025

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## Bottled Water in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health and fitness trends support category sales

#### INDUSTRY PERFORMANCE

Bottled water boasts high levels of popularity

Functional bottled water shows strong growth

#### WHAT'S NEXT?

Low pace of growth over forecast period

Innovations will open up new growth opportunities

Players must raise their game regarding sustainability

#### COMPETITIVE LANDSCAPE

Grocery retailers take the lead with innovative private label

Vitamin Well brand enjoys strong growth with functional bottled water

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Discounters gain share as supermarkets reinforce their dominant position

Direct selling channel grows from very low base

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## [Soft Drinks in Switzerland - Industry Overview](#)

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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

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