



Soft Drinks in Switzerland

December 2025

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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

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Players must raise their game regarding sustainability

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Limited scope for true innovation

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COMPETITIVE LANDSCAPE

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[Juice in Switzerland](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Stagnant performance reflects weaker demand as prices rise

Rising interest in coconut and other plant-waters

WHAT'S NEXT?

Juice sales set to remain flat over forecast period

Technological advances to be weighed against cost impact
Swiss trade agreement with Mercosur could add cost efficiencies

COMPETITIVE LANDSCAPE

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Innocent brand enjoys strong growth

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[RTD Coffee in Switzerland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee embraces stronger growth

INDUSTRY PERFORMANCE

RTD coffee suits active and hectic schedules
Reduced sugar and lactose-free variants stand out

WHAT'S NEXT?

Swiss coffee culture will support category growth
Technological advances to support RTD coffee supply chain
Health and sustainability will be defining features in category development

COMPETITIVE LANDSCAPE

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[RTD Tea in Switzerland](#)

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

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[Energy Drinks in Switzerland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks align well with modern lifestyles

INDUSTRY PERFORMANCE

Energy drinks consumption rises to manage busy lifestyles

Zero and reduced sugar variants gain popularity

WHAT'S NEXT?

Positive outlook for energy drinks

Innovations to be shaped by AI and data analytics

Brands will differentiate through functional benefits, innovative flavour profiles and sustainable features

COMPETITIVE LANDSCAPE

Key players solidify their positions

Intelligentfood Schweiz AG gains traction in energy drinks

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[Sports Drinks in Switzerland](#)

KEY DATA FINDINGS

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Strong uptick in volume sales

INDUSTRY PERFORMANCE

Prominence of physical activity drives demand

Flavour diversity and access via grocery retailers supports sales growth

WHAT'S NEXT?

Sales growth to moderate in upcoming years

Scope for development is enhanced by technology

Stronger emphasis on fitness will reinforce demand levels

COMPETITIVE LANDSCAPE

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