Soft Drinks in Switzerland

December 2024

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Carbonates in Switzerland

Concentrates in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Concentrates enjoy robust volume growth in 2024
Syrups are used widely in French-Switzerland, but less so in German Switzerland
Private labels prevail thanks to the strength of Migros and Coop retail chains

PROSPECTS AND OPPORTUNITIES

Moderate growth predicted for concentrates over the forecast period
Healthier variants will be the focus areas for growth
Supermarkets will continue to dominate sales for the foreseeable future

CATEGORY DATA

Juice in Switzerland

KEY DATA FINDINGS

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Stagnation for juice in 2024 as it faces increasing competition from other categories
Supply issues lead to higher prices for orange juice
Strength of private label allows supermarkets to remain key distribution channel

PROSPECTS AND OPPORTUNITIES

Stagnation predicted due to saturation and competition from other categories

Up-and-coming juices will register the best performance in the years ahead

Competitive and distribution landscape set to remain stable over the forecast period

CATEGORY DATA

RTD Coffee in Switzerland

KEY DATA FINDINGS

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Volume and value growth for RTD coffee in 2024

Ongoing innovation benefits the category by maintaining consumer interest

Consolidated competitive landscape favours Emmi once again

PROSPECTS AND OPPORTUNITIES

Continued growth expected for RTD coffee, but at a slower rate

Supermarkets will remain the dominant sales channel over the forecast period

Challenges lie ahead as other soft drinks encroach on RTD coffee’s territory

CATEGORY DATA

RTD Tea in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Still RTD drives modest volume and value growth in 2024

Mate-based RTD tea remains popular thanks to its natural caffeine content

Migros and Coop prevail once again in 2024 thanks to wide product selection across the price spectrum

PROSPECTS AND OPPORTUNITIES

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RTD tea faces ongoing threat from other soft drinks categories in the years ahead

Competitive landscape set to remain stable, with new entrants limited

CATEGORY DATA

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Healthier energy drinks are in vogue

Little change in the competitive and distribution landscapes in 2024

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Largest players will seek to remain relevant with younger demographics

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CATEGORY DATA

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