



# RTD Coffee in Switzerland

December 2025

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## RTD Coffee in Switzerland - Category analysis

### 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

Emmi AG consolidates its dominant position

Starbucks holds a solid position in RTD coffee

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Supermarkets is the dominant channel

Retail e-commerce recorded strong sales growth

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Solid performance for soft drinks

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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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