



Euromonitor
International

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

CHANNELS

Supermarkets is the dominant channel

Retail e-commerce recorded strong sales growth

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EXECUTIVE SUMMARY

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

CHANNELS

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