

Cheese in Switzerland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth remains positive despite growing challenges for volume sales of cheese
Migros Genossenschaftsbund eG retains its lead while recording the strongest uplift in share
Supermarkets lead cheese sales while retail e-commerce gains ground in 2025

PROSPECTS AND OPPORTUNITIES

Soft cheese is set to lead value growth, while volume growth faces challenges
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Players are expected to emphasize Swissness to strengthen their local positioning

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Dairy Products and Alternatives in Switzerland - Industry Overview

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DISCLAIMER

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