



Alcoholic Drinks in Switzerland

July 2025

Table of Contents

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 2 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 3 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 4 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 5 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 6 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 7 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 8 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 9 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 10 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 11 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 12 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 13 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 14 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 15 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bad weather contributes to a drop in beer consumption in 2024
Feldschlösschen loses share to main rival in 2024
Supermarkets lead off-trade sales while on-trade continue to recover

PROSPECTS AND OPPORTUNITIES

Beer set to see a slight decline in overall demand
Cans dominate packaging as discussions around a deposit system continue
High number of small breweries expected to ensure diversity in beer

CATEGORY BACKGROUND

Lager price band methodology
Summary 2 - Lager by Price Band 2024

CATEGORY DATA

Table 16 - Sales of Beer by Category: Total Volume 2019-2024
Table 17 - Sales of Beer by Category: Total Value 2019-2024
Table 18 - Sales of Beer by Category: % Total Volume Growth 2019-2024
Table 19 - Sales of Beer by Category: % Total Value Growth 2019-2024
Table 20 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
Table 21 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024
Table 22 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 23 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
Table 24 - Sales of Beer by Craft vs Standard 2019-2024
Table 25 - GBO Company Shares of Beer: % Total Volume 2020-2024
Table 26 - NBO Company Shares of Beer: % Total Volume 2020-2024
Table 27 - LBN Brand Shares of Beer: % Total Volume 2021-2024
Table 28 - Forecast Sales of Beer by Category: Total Volume 2024-2029
Table 29 - Forecast Sales of Beer by Category: Total Value 2024-2029
Table 30 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
Table 31 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Cider/Perry in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry still able to attract new consumers thanks to ongoing investment
Market leader Ramseier Suisse loses ground to international rivals
Supermarkets lead retail distribution while on-trade sales thrive

PROSPECTS AND OPPORTUNITIES

Positive outlook for cider/perry
A great harvest in 2024 builds the foundations for a strong year for domestic cider
New flavour variants could help to expand the market

CATEGORY DATA

Table 32 - Sales of Cider/Perry: Total Volume 2019-2024
Table 33 - Sales of Cider/Perry: Total Value 2019-2024
Table 34 - Sales of Cider/Perry: % Total Volume Growth 2019-2024
Table 35 - Sales of Cider/Perry: % Total Value Growth 2019-2024
Table 36 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024

- Table 37 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024
- Table 38 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 39 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 40 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024
- Table 41 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024
- Table 42 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024
- Table 43 - Forecast Sales of Cider/Perry: Total Volume 2024-2029
- Table 44 - Forecast Sales of Cider/Perry: Total Value 2024-2029
- Table 45 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029
- Table 46 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

Rtds in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- On-trade demand fuelling growth in RTDs in 2024
- Diageo continues to lead with it adding numerous new flavours to its range
- Supermarkets lead sales of RTDs but discounters win over price conscious consumers

PROSPECTS AND OPPORTUNITIES

- Increasing acceptance of RTDs as a convenient alternative set to fuel growth
- Special tax on “alcopops” continues to face opposition
- More players likely to invest in RTDs as sales of other alcoholic drinks stagnate

CATEGORY DATA

- Table 47 - Sales of RTDs by Category: Total Volume 2019-2024
- Table 48 - Sales of RTDs by Category: Total Value 2019-2024
- Table 49 - Sales of RTDs by Category: % Total Volume Growth 2019-2024
- Table 50 - Sales of RTDs by Category: % Total Value Growth 2019-2024
- Table 51 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024
- Table 52 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024
- Table 53 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 54 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 55 - GBO Company Shares of RTDs: % Total Volume 2020-2024
- Table 56 - NBO Company Shares of RTDs: % Total Volume 2020-2024
- Table 57 - LBN Brand Shares of RTDs: % Total Volume 2021-2024
- Table 58 - Forecast Sales of RTDs by Category: Total Volume 2024-2029
- Table 59 - Forecast Sales of RTDs by Category: Total Value 2024-2029
- Table 60 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029
- Table 61 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

Spirits in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Favourable trends ensure sales of spirits remain relatively stable
- Vodka brands benefiting from booming cocktail trend
- Supermarkets dominate sales but specialist outlets remain important

PROSPECTS AND OPPORTUNITIES

- Increased focus on healthy living likely to impact sales of spirits
- Upcoming restrictions on shopping tourism could impact sales

Rising quality standards and local craft distillers will fuel each other

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 3 - Benchmark Brands 2024

CATEGORY DATA

Table 62 - Sales of Spirits by Category: Total Volume 2019-2024

Table 63 - Sales of Spirits by Category: Total Value 2019-2024

Table 64 - Sales of Spirits by Category: % Total Volume Growth 2019-2024

Table 65 - Sales of Spirits by Category: % Total Value Growth 2019-2024

Table 66 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024

Table 67 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024

Table 68 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 69 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024

Table 70 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024

Table 71 - Sales of White Rum by Price Platform: % Total Volume 2019-2024

Table 72 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024

Table 73 - Sales of English Gin by Price Platform: % Total Volume 2019-2024

Table 74 - Sales of Vodka by Price Platform: % Total Volume 2019-2024

Table 75 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024

Table 76 - GBO Company Shares of Spirits: % Total Volume 2020-2024

Table 77 - NBO Company Shares of Spirits: % Total Volume 2020-2024

Table 78 - LBN Brand Shares of Spirits: % Total Volume 2021-2024

Table 79 - Forecast Sales of Spirits by Category: Total Volume 2024-2029

Table 80 - Forecast Sales of Spirits by Category: Total Value 2024-2029

Table 81 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029

Table 82 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

Wine in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing recovery of on-trade sales leads to somewhat stable demand in wine

Rising quality standards are impacting supply and demand

Supermarkets continues lead, while e-commerce plays a particularly strong role

PROSPECTS AND OPPORTUNITIES

Sales unlikely to recover to pre-pandemic levels

Production of non alcoholic wine at the nascent stage in Switzerland

Domestically produced wine set to play an important role in the forecast period

CATEGORY DATA

Table 83 - Sales of Wine by Category: Total Volume 2019-2024

Table 84 - Sales of Wine by Category: Total Value 2019-2024

Table 85 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 86 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 87 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024

Table 88 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024

Table 89 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 90 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 91 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024

Table 92 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024

Table 93 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024
Table 94 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024
Table 95 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
Table 96 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
Table 97 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024
Table 98 - GBO Company Shares of Champagne: % Total Volume 2020-2024
Table 99 - NBO Company Shares of Champagne: % Total Volume 2020-2024
Table 100 - LBN Brand Shares of Champagne: % Total Volume 2021-2024
Table 101 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
Table 102 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
Table 103 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024
Table 104 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
Table 105 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
Table 106 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024
Table 107 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
Table 108 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
Table 109 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024
Table 110 - Forecast Sales of Wine by Category: Total Volume 2024-2029
Table 111 - Forecast Sales of Wine by Category: Total Value 2024-2029
Table 112 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029
Table 113 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-switzerland/report.