Alcoholic Drinks in Switzerland

July 2025

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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 aleternative 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

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

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