



# Carbonates in Switzerland

December 2025

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## Carbonates in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Maturity is primary challenge for carbonates

#### INDUSTRY PERFORMANCE

Falling demand for traditional carbonates

Importance of taste stimulates sales momentum in regular carbonates

#### WHAT'S NEXT?

Health and wellness trends gain traction

Flavours and sustainability to play key role in product development

Importance of health and wellness will bring functional benefits to the fore

#### COMPETITIVE LANDSCAPE

Coca-Cola Beverages Suisse maintains its leading position

Fever-Tree captures stronger consumer interest

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Supermarkets remain the preferred channel

Convenience factor drives online and vending sales

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#### COUNTRY REPORTS DISCLAIMER

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Solid performance for soft drinks

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## INDUSTRY PERFORMANCE

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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