



Euromonitor
International

Other Dairy in Switzerland

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthier formulations and high-protein innovation drive value growth in other dairy
Migros Genossenschaftsbund strengthens its lead while Danone AG drives growth through health-focused innovation
Supermarkets remain dominant in other dairy, while discounters and retail e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

The positive outlook for other dairy is expected to be driven by health and lifestyle shifts
Health-oriented innovation is set to drive growth in other dairy across the forecast period
Private label is expected to increase its share in other dairy across the forecast period

CATEGORY DATA

- Table 1 - Sales of Other Dairy by Category: Volume 2020-2025
- Table 2 - Sales of Other Dairy by Category: Value 2020-2025
- Table 3 - Sales of Other Dairy by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Other Dairy by Category: % Value Growth 2020-2025
- Table 5 - Sales of Cream by Type: % Value 2020-2025
- Table 6 - NBO Company Shares of Other Dairy: % Value 2021-2025
- Table 7 - LBN Brand Shares of Other Dairy: % Value 2022-2025
- Table 8 - Distribution of Other Dairy by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Other Dairy by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Other Dairy by Category: Value 2025-2030
- Table 11 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 17 - Penetration of Private Label by Category: % Value 2020-2025
- Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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