



Euromonitor
International

Health and Wellness in Switzerland

August 2024

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Health and Wellness in Switzerland

EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

- Hot drinks sales rebound with a renewed focus on healthier options
- Natural hot drinks seen as a healthier and higher quality option
- As stress levels rise consumers ditch the caffeine

PROSPECTS AND OPPORTUNITIES

- Bright outlook for health and wellness hot drinks with demand set to grow among locals and tourists
- Natural and organic claims set to play a growing role in hot drinks
- Probiotic hot drinks could become more prominent but no caffeine products expected to remain the key sales driver

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales rising as consumers look to make healthier choices
- Consumers go natural as health concerns grow
- Players responding to growing demand for better for you soft drinks

PROSPECTS AND OPPORTUNITIES

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Vegan snacks thriving as consumers make healthier and more ethical choices

Good source of omega 3s health and wellness snacks on the rise while snack bars benefit from their convenience

PROSPECTS AND OPPORTUNITIES

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Lactose free claims benefit from rising awareness of food intolerances and their impact on health

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High protein diets reaching a wider audience, while olive oil finds favour among health conscious consumers

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Breakfast cereals a new battleground for healthy eating claims

PROSPECTS AND OPPORTUNITIES

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