



Energy Drinks in Switzerland

December 2025

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Energy Drinks in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks align well with modern lifestyles

INDUSTRY PERFORMANCE

Energy drinks consumption rises to manage busy lifestyles

Zero and reduced sugar variants gain popularity

WHAT'S NEXT?

Positive outlook for energy drinks

Innovations to be shaped by AI and data analytics

Brands will differentiate through functional benefits, innovative flavour profiles and sustainable features

COMPETITIVE LANDSCAPE

Key players solidify their positions

Intelligentfood Schweiz AG gains traction in energy drinks

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Major grocery retailers elevate the visibility of energy drinks

Retail e-commerce makes strides from a low base

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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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