



Euromonitor  
International

# 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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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

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#### About Euromonitor International

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