



**Euromonitor
International**

Sweet Spreads in Switzerland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

More natural, lighter options boost interest in sweet spreads

INDUSTRY PERFORMANCE

Health and naturalness guide product innovation
Jams and preserves remain central to growth through premium and health cues

WHAT'S NEXT?

Moderate but steady growth expected as health and price dynamics evolve
Health-driven preferences to shape future consumption
Local sourcing and ethical production gain greater importance

COMPETITIVE LANDSCAPE

Private label maintains leadership through range and trust
Alnatura strengthens position with organic and nut-based expertise

CHANNELS

Supermarkets dominate through broad assortment and accessibility
E-commerce expands as digital grocery shopping becomes habitual

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EXECUTIVE SUMMARY

Health and sustainability trends boost sales of cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and time-saving formats support busy lifestyles
Natural and health-focused innovation strengthens brand appeal
Sustainability and local sourcing remain defining purchase factors

WHAT'S NEXT?

Health, sustainability, and naturalness to remain at the forefront
Convenience and time efficiency to guide future launches

Plant-based trends to gain further traction

Geopolitical risks and trade developments may impact pricing

COMPETITIVE LANDSCAPE

Migros refocuses on its retail core to strengthen market leadership

PepsiCo gains traction through innovation in chilled meal solutions

Migros ends Alnatura partnership amid strategic realignment

CHANNELS

Supermarkets dominate as the preferred retail format

E-commerce expands rapidly with convenience and promotion-driven growth

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