



Euromonitor
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Butter and Spreads in Switzerland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Elevated prices and premiumisation drive value growth in butter and spreads
Branchenorganisation Butter GmbH retains the lead, while private label gains ground
Supermarkets lead sales while retail e-commerce gains ground through convenience

PROSPECTS AND OPPORTUNITIES

Value growth may be tempered by a volume decline amid health trends and rising veganism
Consumer health concerns and competition from plant-based goods will challenge sales
Butter production will continue to show a commitment to local sourcing and sustainable farming

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Dairy Products and Alternatives in Switzerland - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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