



Euromonitor  
International

# Cooking Ingredients and Meals in Switzerland

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## Cooking Ingredients and Meals in Switzerland

### EXECUTIVE SUMMARY

Health and sustainability trends boost sales of cooking ingredients and meals

### KEY DATA FINDINGS

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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

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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

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Sweet Spreads in Switzerland

KEY DATA FINDINGS

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More natural, lighter options boost interest in sweet spreads

INDUSTRY PERFORMANCE

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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

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