



HW Hot Drinks in Switzerland

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HW Hot Drinks in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for healthier hot drinks remains strong despite economic pressures

INDUSTRY PERFORMANCE

Consumers increasingly looking for more from their hot drinks

Natural claims come out on top

No caffeine hot drinks attract consumers looking to relax and improve their sleep

WHAT'S NEXT

Focus on health and wellness set to intensify within Switzerland's hot drinks market

Environmental concerns steering consumers towards natural and organic products

Rising health concerns set to push no caffeine claims

CATEGORY DATA

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Health and Wellness in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Swiss consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Health at the centre of consumer purchasing decisions as obesity rates rise

Health, sustainability, and animal welfare concerns push consumers towards plant-based diets

WHAT'S NEXT

Bright outlook for health and wellness with consumers making more informed choices

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