



HW Soft Drinks in Switzerland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Swiss consumers demand more from their soft drinks than just hydration

INDUSTRY PERFORMANCE

Swiss consumers looking for healthier and more personalised ways to rehydrate

Natural and organic claims appeal to health conscious locals

Growing concerns over the threat posed by sugar informing market demand

WHAT'S NEXT

Soft drinks producers set to focus on health and wellness claims in marketing and innovation

Natural claims set to become increasingly integral to the future of soft drinks

Keto diet trend and rising health concerns should boost sales of no sugar soft drinks

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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