



# HW Dairy Products and Alternatives in Switzerland

January 2026

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Increasing health awareness informing market demand

### INDUSTRY PERFORMANCE

Consumers show willingness to invest in healthier dairy products and alternatives

Lactose free claims capturing a growing market audience

Plant-based dairy thriving as health, environmental and animal welfare concerns grow

### WHAT'S NEXT

Fortified and functional dairy products and alternatives full of potential

New technology could help to expand the market for lactose free dairy

Plant-based dairy set to continue on an upward trajectory as demand grows

### CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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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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