



**Euromonitor  
International**

# HW Staple Foods in Switzerland

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2024 DEVELOPMENTS

Market players responding to the growing demand for healthier staple foods

INDUSTRY PERFORMANCE

Players invest in new product development to capitalise on evolving market trends  
Swiss consumers lead the way in the demand for organic products  
Gluten free claims attracting a wider audience of consumers

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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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