



HW Staple Foods in Switzerland

January 2026

Table of Contents

HW Staple Foods in Switzerland - Category analysis

KEY DATA FINDINGS

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

WHAT'S NEXT

Bright outlook for health and wellness staple foods despite economic pressures

Tightening regulations could limit growth in organic staple foods despite rising demand

Players set to lean into gluten free and other claims to add value

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-staple-foods-in-switzerland/report.