

## **Fortified/Functional Beverages in Switzerland**

Market Direction | 2022-06-22 | 30 pages | Euromonitor

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### **Report description:**

Amongst the major fortified/functional (FF) beverages categories, FF bottled water has continued to see growth in the consumer base, and is set to see an exceptional double-digit retail current value increase in 2021, notably driven by the success of the vitamin water brand Vitamin Well. The 2021 launch of Evian+, offered in aluminium cans, making it suitable for on-the-go consumption, has also been popular. This highlights how such products may contribute to widening the category's appeal, nota...

Euromonitor International's Fortified/Functional Beverages in Switzerland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Hot Drinks, FF Soft Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Fortified/Functional Beverages market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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