

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

Table of Contents:

Fortified/Functional Beverages in Switzerland

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List Of Contents And Tables

FORTIFIED/FUNCTIONAL BEVERAGES IN SWITZERLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

FF sports drinks faces competition from FF bottled water

FF energy drinks dominates, but other categories also perform well

Launch of Coca-Cola Energy is not a great success

PROSPECTS AND OPPORTUNITIES

FF beverages gradually move beyond their core millennial consumer base

Energy-boosting properties will migrate from energy drinks to other categories

Positioning and new launches will be important moving forward

CATEGORY DATA

Table 1 Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional 100% Juice: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2016-2021

Table 7 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 8 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 9 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 10 ~~Forecast~~ Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 11 ~~Forecast~~ Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN SWITZERLAND

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 12 Sales of Health and Wellness by Type: Value 2016-2021

Table 13 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 14 Sales of Health and Wellness by Category: Value 2016-2021

Table 15 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 17 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 18 NBO Company Shares of Health and Wellness: % Value 2017-2021

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Table 19 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 20 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 21 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 22 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 24 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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