

## **Fortified/Functional Packaged Food in Switzerland**

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

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### **Report description:**

The boost provided to the health and wellness trend by the experiences of the COVID-19 crisis proved particularly impactful in fortified/functional (FF) packaged food. Concerns about maintaining an effectively functioning immune system in the face of the SARS-CoV-2 virus encouraged consumers to look for foods with added nutrients such as vitamins, which were perceived to offer a natural way to help to fight off viral infection. As a result, demand remained high in 2021. Another factor supporting...

Euromonitor International's Fortified/Functional Packaged Food 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 Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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 Packaged Food 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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Euromonitor International  
June 2022

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