

Health and Wellness in Switzerland

Market Direction | 2022-06-22 | 97 pages | Euromonitor

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Report description:

Health and wellness (HW) generally benefited from the COVID-19 pandemic in 2020, as Swiss consumers became increasingly health-conscious and therefore more inclined to follow a healthier, more natural diet. Although in 2021 growth rates are expected to see a significant slowdown compared with 2020, retail volume and current value sales are set to continue to rise. This is due to the lasting shift in mobility patterns, as consumers continued to spend more time at home in 2021 than in 2019, due to...

Euromonitor International's Health and Wellness 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: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

- * Get a detailed picture of the Health and Wellness 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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Product launches aim to give a boost to sales

Competition from naturally sugar-free products

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Growth for BFY reduced sugar soft drinks, but competition from other HW categories

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