

Dairy Products and Alternatives in Switzerland

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Report description:

Dairy products and alternatives is recording more sluggish sales in 2022, following spikes in demand seen during the era of pandemic lockdowns and foodservice closures in 2020, which led to strong home-cooking and home-baking trends alongside a higher number of snacking occasions among home-secluded consumers. It is also noted that, during the time of the pandemic, travel restrictions were boosting sales of domestic products in Switzerland, as restrictions in cross-border travel prevented consum...

Euromonitor International's Dairy Products and Alternatives in Switzerland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <[Year]> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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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Health and wellness trends drive demand for milk alternatives and organic variants

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Migros, Coop and Emmi lead the development trends in yoghurt and sour milk products

PROSPECTS AND OPPORTUNITIES

Sales will continue to normalise in the post-pandemic landscape, with health and wellness driving trends

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Migros maintains its lead thanks to strong brand loyalty and ongoing commitment to sustainability and animal welfare

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