

Yoghurt and Sour Milk Products in Switzerland

Market Direction | 2022-11-16 | 22 pages | Euromonitor

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Report description:

Volume sales of yoghurt and sour milk products are being suppressed in 2022, following spikes in demand during the era of the COVID-19 pandemic, when home-seclusion and the closure of foodservice inspired home-cooking and home-baking trends, in addition to a greater number of snacking occasions. However, in a post-pandemic landscape, as consumers return to out-of-home activities and busy lifestyles, these trends are being reversed. Furthermore, it is noted that many busy Swiss consumers skip bre...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour Milk Products 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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YOGHURT AND SOUR MILK PRODUCTS IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to busy, out-of-home lifestyles suppresses consumption opportunities and volume sales

Rising competition from plant-based options, although healthy image of yoghurt and sour milk products will prevail

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

Private label will continue to forge ahead, with e-commerce growth supported by fast delivery options for chilled dairy

Non-dairy alternatives and organic produce will affect sales in yoghurt and sour milk products

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