

## **Snacks in Switzerland**

Market Direction | 2022-11-23 | 77 pages | Euromonitor

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### **Report description:**

Snacks in Switzerland is seeing positive growth in 2022, with a return to out-of-home lifestyles resulting in a normalisation of sales patterns after the disruptions caused by the COVID-19 pandemic. Within this, however, some trends continue to be reversed and there are winners and losers.

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Snacks 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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### CHOCOLATE CONFECTIONERY IN SWITZERLAND

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Chocolate confectionery rebounds in 2022, thanks to resumption of tourism and the return of festive celebrations  
Easter 2022 tainted by Ferrero's product recall of Kinder products  
Leading private label Migros gives more shelf space to branded competition and downsizes its own Frey line

#### PROSPECTS AND OPPORTUNITIES

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 Growing focus on natural ingredients and flavours in gum

##### PROSPECTS AND OPPORTUNITIES

Health/wellness and sustainability trends will pose an ongoing challenge, as players set to launch more biodegradable options  
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 Medicated confectionery continues to be the winner thanks to perceived health benefits and more natural positioning

##### PROSPECTS AND OPPORTUNITIES

Medicated confectionery and fortified options will help, but sugar confectionery faces many ongoing challenges  
 Health and wellbeing to remain a hot topic, with ongoing developments expected in sugar-free and vegan options  
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Innovation is a key competitive strategy in sweet biscuits, snack bars and fruit snacks

Potato chips player Zweifel is expanding its sweet biscuits portfolio

#### PROSPECTS AND OPPORTUNITIES

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Health and wellness trends support sales of plant-based ice cream

Unilever maintains its lead, with a strong focus on its ice cream portfolio

#### PROSPECTS AND OPPORTUNITIES

Both challenges and opportunities ahead for ice cream

More innovation and premiumisation expected, with a focus on reduced fat and plant-based options

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##### PROSPECTS AND OPPORTUNITIES

Savoury snacks set to continue to fare well

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