

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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Table of Contents:

Snacks in Switzerland
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List Of Contents And Tables

SNACKS IN SWITZERLAND

EXECUTIVE SUMMARY

Snacks in 2022: The big picture
Key trends in 2022
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022
Table 2 Sales of Snacks by Category: Value 2017-2022
Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022
Table 4 Sales of Snacks by Category: % Value Growth 2017-2022
Table 5 NBO Company Shares of Snacks: % Value 2018-2022
Table 6 LBN Brand Shares of Snacks: % Value 2019-2022
Table 7 Penetration of Private Label by Category: % Value 2017-2022
Table 8 Distribution of Snacks by Format: % Value 2017-2022
Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027
Table 10 □Forecast Sales of Snacks by Category: Value 2022-2027
Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027
Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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

Positive outlook amidst challenges faced by domestic manufacturers
New trend of "mindful indulgence" set to become more popular
Increase in raw material prices expected for 2023 and beyond
Summary 2 Other Chocolate Confectionery by Product Type: 2022

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022
Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022
Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022
Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022
Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

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Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022
 Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022
 Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022
 Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027
 Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027
 Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027
 Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Self-checkouts and health and wellness trends pose challenges for sales of gum
 Mondelez maintains its lead in gum, although may abandon the category for healthier snacking options
 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
 Future innovations are expected to bolster sales in a challenging category
 Bubble gum to suffer the most due to having the unhealthiest image, alongside competition from sugar confectionery

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022
 Table 26 Sales of Gum by Category: Value 2017-2022
 Table 27 Sales of Gum by Category: % Volume Growth 2017-2022
 Table 28 Sales of Gum by Category: % Value Growth 2017-2022
 Table 29 Sales of Gum by Flavour: Rankings 2017-2022
 Table 30 NBO Company Shares of Gum: % Value 2018-2022
 Table 31 LBN Brand Shares of Gum: % Value 2019-2022
 Table 32 Distribution of Gum by Format: % Value 2017-2022
 Table 33 Forecast Sales of Gum by Category: Volume 2022-2027
 Table 34 □Forecast Sales of Gum by Category: Value 2022-2027
 Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027
 Table 36 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar confectionery remains under pressure in 2022
 Health and wellness trends influence new product developments in sugar confectionery
 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
 Migros expected to maintain its top place, as Fisherman's Friend creeps ahead of Haribo

Summary 3 Other Sugar Confectionery by Product Type: 2022

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022
 Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022
 Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022
 Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022
 Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

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Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive performance in 2022 driven by convenience, busy lifestyles, and health and wellness trends

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

Positive outlook expected, with the healthiest positioned products seeing the best performance

Sweet biscuits will continue to be negatively impacted by health and wellness trends

Mondelez leads the way in permissible indulgence to allow for a guilt free snacking experience

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 57 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 58 □LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 63 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 64 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ice cream sees mixed results in 2022, as trends reverse due to the post-pandemic landscape

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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Future distribution will be focused on the post-pandemic landscape, with both winners and losers

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2017-2022

Table 70 Sales of Ice Cream by Category: Value 2017-2022

Table 71 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 72 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 74 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 75 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 76 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 81 □Distribution of Ice Cream by Format: % Value 2017-2022

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 83 □Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

SAVOURY SNACKS IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Savoury snacks sees the most robust performance across all snacking categories

Modern grocery retailers lead distribution of savoury snacks

Zweifel Pomy-Chips maintains its lead, thanks to strength in potato chips

PROSPECTS AND OPPORTUNITIES

Savoury snacks set to continue to fare well

"Snackification" trend set to drive launches of high-satiety, healthy savoury snack options

A wider range of healthily-positioned savoury snacks expected over the forecast period

Summary 4 Other Savoury Snacks by Product Type: 2022

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 87 Sales of Savoury Snacks by Category: Value 2017-2022

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 92 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

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