

Alcoholic Drinks in Switzerland

Market Direction | 2022-12-12 | 77 pages | Euromonitor

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Report description:

On-trade sales of alcoholic drinks dropped sharply in 2020 as a range of restrictions were introduced to curb the spread of COVID-19. This was compensated for partly by a sharp increase in the retail consumption of beer, but many other categories such as wine, spirits and RTDs did not see a significant increase in retail demand. Due to mounting health concerns some consumers looked to reduce their alcohol intake while other consumers cut back on alcoholic drinks due to economic pressures. Furthe...

Euromonitor International's Alcoholic Drinks in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CATEGORY BACKGROUND

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