

Butter and Spreads in Switzerland

Market Direction | 2023-09-28 | 18 pages | Euromonitor

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Report description:

Butter and spreads posted a slight decline in 2023, with health and wellness trends continuing to negatively impact the performance, with the strong competition from healthier variants like olive oil dampening sales. Swiss consumers are increasingly limiting their butter consumption or choosing more premium products, eating butter only on specific occasions, such as breakfast and brunch.

Euromonitor International's Butter and Spreads 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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Domestic player Branchenorganisation Butter maintains its strong lead

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