

Beer in Switzerland

Market Direction | 2023-11-21 | 31 pages | Euromonitor

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Report description:

Retail volume sales of beer dropped slightly in 2022, mainly due to the ongoing recovery of the on-trade channel. Thus, total volume sales rose over 2022. Foodservice outlets continued to gradually reopen and consumers regained confidence and interest in going/dining/drinking out. This was supported by the lifting of face mask mandates and the proof of health/health provided by certificates in most areas. Total current value sales continued to grow strongly, with a double-digit increment in 2022...

Euromonitor International's Beer 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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Euromonitor International
November 2023

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