

HW Hot Drinks in Switzerland

Market Direction | 2023-12-15 | 12 pages | Euromonitor

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Report description:

2022 saw a steep decline in demand for hot drinks in Switzerland and this can be seen as the natural reaction to the strong performances that were recorded in the category in 2020 and 2021, when the strict approach taken to social distancing and home seclusion during the COVID-19 pandemic boosted volume sales of hot drinks as local consumers were forced to spend much more of their time at home. Many of these housebound Swiss consumers chose to enjoy hot beverages as a way of creating a cosy envi...

Euromonitor International's HW Hot Drinks in Switzerland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

- * Get a detailed picture of the HW Hot 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.

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HW HOT DRINKS IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Falling demand for hot drinks generally hits health and wellness hot drinks hard

2022 sees natural drinks lead the way as consumers adopt a holistic approach to health

Brain health and memory posts growth post-COVID-19

PROSPECTS AND OPPORTUNITIES

Numerous trends set to emerge from the rising interest in health and wellness hot drinks

Natural set to remain the largest health and wellness hot drinks category

Probiotic hot drinks set to rise in significance

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HEALTH AND WELLNESS IN SWITZERLAND

EXECUTIVE SUMMARY

Overview

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