

HW Snacks in Switzerland

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

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Report description:

Swiss consumers are generally already acutely aware of the immediate health dangers of excessive sugar consumption, including tooth decay and weight problems. Moreover, it is widely understood among the local population that the long-term health implications of a diet high in sugar include a number of potentially fatal diseases such as heart disease and diabetes. According to official information, the Swiss population's sugar consumption is double what is recommended as ideal by the WHO. Within...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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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reliable information resources to help drive informed strategic planning.

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HW SNACKS IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising consumer interest in no sugar snacks remains the most prominent trend

Vegan maintains its status as the most important health and wellness snacks category

Good source of omega 3s health and wellness snacks on the rise

PROSPECTS AND OPPORTUNITIES

High demand for low-cost organic snacks to support rising sales for private label

Vegan snacks slated to record highest absolute growth over the forecast period

Brain health and memory slated to rise in significance

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HEALTH AND WELLNESS IN SWITZERLAND

EXECUTIVE SUMMARY

Overview

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