

Alcoholic Drinks in Switzerland

Market Direction | 2024-06-18 | 76 pages | Euromonitor

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Report description:

Total volume sales of alcoholic drinks in Switzerland decreased slightly in 2023, due to the moderate drop recorded by the dominant category, beer. Meanwhile, in current terms, total value sales rose strongly at the end of the review period. This was due to several factors impacting consumption behaviour and overall sales. For example, amid still relatively high inflation, the rise in demand in the on-trade channel saw an increase in average unit prices and value sales. Additionally, higher ener...

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 (2019-2023), 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 2028 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.

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RTDS IN SWITZERLAND

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