

Beer in Switzerland

Market Direction | 2024-06-18 | 31 pages | Euromonitor

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Report description:

Total volume sales of beer in Switzerland decreased moderately in 2023 as a result of health and wellness trends and the general economic situation in the country. Consumers opted more frequently for non/low alcohol drinks, including non-alcoholic beer, or reduced their alcohol consumption altogether. Cost-of-living increases additionally drove consumers to cut down on non-essential expenditure, which alcohol usually falls under and is, therefore, negatively impacted by economising measures. Nev...

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 (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: 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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