

Spirits in Switzerland

Market Direction | 2024-06-18 | 33 pages | Euromonitor

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Report description:

Spirits in Switzerland saw further double-digit on-trade volume growth in 2023, while off-trade volume sales returned to growth after a moderate slowdown in 2022. As a result, total volume sales witnessed a strong increase in 2023, following only a slight increment in 2022. Despite consumers' general and growing inclination to reduce their alcohol consumption, spirits benefitted from alcoholic drinks being consumed more as an indulgence or a treat rather than for regular consumption. Quality out...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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On- and off-trade value sales grow fast as quality outweighs quantity

Improving selections and tastes pique interest in non-alcoholic spirits

Focus on local trends is an essential success factor

PROSPECTS AND OPPORTUNITIES

Shift to non-alcoholic spirits is anticipated

Premium spirits highly visible in the on-trade channel

Convenience and competitive prices to favour supermarkets

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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