

Wine in Switzerland

Market Direction | 2024-06-18 | 35 pages | Euromonitor

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Report description:

Wine in Switzerland registered positive but modest total volume growth in 2023. Moreover, growth was derived mainly through the ongoing recovery of on-trade volume sales from the slump caused by foodservice restrictions in the wake of the Coronavirus (COVID-19) crisis in 2020. Nonetheless, off-trade volume sales saw a slight rebound in 2023, following a strong decrease in 2022.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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.

Table of Contents:

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List Of Contents And Tables

WINE IN SWITZERLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to pre-pandemic habits and tourism flows boost on-trade volume sales

Premiumisation continues to shape demand

Appreciation of the in-store experience of buying wine limits e-commerce volume sales

PROSPECTS AND OPPORTUNITIES

Lower but more premium consumption to shape demand

Economic uncertainty to limit areas of potential growth

Non-alcoholic wine is unlikely to emerge strongly

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2018-2023

Table 2 Sales of Wine by Category: Total Value 2018-2023

Table 3 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 16 □GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 17 □NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 25 □GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 26 □NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 27 □LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 28 □Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 29 □Forecast Sales of Wine by Category: Total Value 2023-2028

Table 30 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

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Table 31 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN SWITZERLAND

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2018-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 33 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 34 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 35 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 36 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 37 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 38 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 39 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 40 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 41 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 42 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 43 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 44 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 45 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 46 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 47 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 3 Research Sources

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