

HW Hot Drinks in Switzerland

Market Direction | 2024-08-05 | 15 pages | Euromonitor

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Report description:

Retail sales of hot drinks in general saw a steep decline in 2022 as COVID-19 restrictions were eased and consumers returned to more active lives away from the home, including ordering hot drinks from foodservice outlets. Furthermore, with COVID-19 fears softening the demand for some health and wellness hot drinks also fell. After a tough year most of the key hot drinks categories with health and wellness claims saw a return to growth in current value terms in 2023. With stability returning ther...

Euromonitor International's HW Hot Drinks 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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 Hot 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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reliable information resources to help drive informed strategic planning.

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HW HOT DRINKS IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hot drinks sales rebound with a renewed focus on healthier options

Natural hot drinks seen as a healthier and higher quality option

As stress levels rise consumers ditch the caffeine

PROSPECTS AND OPPORTUNITIES

Bright outlook for health and wellness hot drinks with demand set to grow among locals and tourists

Natural and organic claims set to play a growing role in hot drinks

Probiotic hot drinks could become more prominent but no caffeine products expected to remain the key sales driver

CATEGORY DATA

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HEALTH AND WELLNESS IN SWITZERLAND

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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