



**Euromonitor
International**

Hot Drinks in Switzerland

December 2025

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EXECUTIVE SUMMARY

Healthy performance reported in hot drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Modest growth reflects cultural importance of hot drinks

Health and wellness trends play pivotal role shaping hot drinks consumption

Premiumisation trend plays a bigger influence

WHAT'S NEXT?

Modest outlook despite the maturity of hot drinks

Premiumisation and sustainability will remain key drivers

Status quo in terms of distribution and the competitive landscape

COMPETITIVE LANDSCAPE

Nestlé Suisse SA reaffirms its stronghold in hot drinks

Shift to private label is evident

CHANNELS

Supermarkets hold dominant position, but discounters are gaining share

Gradual rise in retail e-commerce sales

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INDUSTRY PERFORMANCE

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Growth of sustainable coffee pod solutions driven by new innovations

WHAT'S NEXT?

Rising demands for higher quality, traceable and sustainable coffee.

Technological advancements to shape the coffee industry

Sustainable features will be point of differentiation

COMPETITIVE LANDSCAPE

Nestlé Suisse SA strengthens position with premium brands

Migros Genossenschaftsbund eG holds dominant position with private label

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[Tea in Switzerland](#)

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INDUSTRY PERFORMANCE

Health positioning supports tea category performance

Fruit and herbal tea is embraced as part of self-care and wellbeing rituals

WHAT'S NEXT?

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Technological advances will raise the focus on quality and sustainability
Healthier tea products to expand

COMPETITIVE LANDSCAPE

Private label holds a strong position in tea
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[Other Hot Drinks in Switzerland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks remain challenged

INDUSTRY PERFORMANCE

Sugar concerns challenge the other hot drinks category
Malt-based hot drinks show some resilience

WHAT'S NEXT?

Sugar concerns will dampen consumption of chocolate-based flavoured powder drinks
Technological advances to support product development
EU legislation poses further limitations

COMPETITIVE LANDSCAPE

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