



Euromonitor
International

Spirits in Switzerland

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Favourable trends ensure sales of spirits remain relatively stable
Vodka brands benefiting from booming cocktail trend
Supermarkets dominate sales but specialist outlets remain important

PROSPECTS AND OPPORTUNITIES

Increased focus on healthy living likely to impact sales of spirits
Upcoming restrictions on shopping tourism could impact sales
Rising quality standards and local craft distillers will fuel each other

CATEGORY BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
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