

Carbonates in Switzerland

December 2025

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2025 DEVELOPMENTS

Maturity is primary challenge for carbonates

INDUSTRY PERFORMANCE

Falling demand for traditional carbonates

Importance of taste stimulates sales momentum in regular carbonates

WHAT'S NEXT?

Health and wellness trends gain traction

Flavours and sustainability to play key role in product development

Importance of health and wellness will bring functional benefits to the fore

COMPETITIVE LANDSCAPE

Coca-Cola Beverages Suisse maintains its leading position

Fever-Tree captures stronger consumer interest

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Soft Drinks in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Solid performance for soft drinks

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INDUSTRY PERFORMANCE

Functional products in demand as health-focus continues to shape demand

Economic conditions weigh on category performance

Sustainability drives consumers towards local products

WHAT'S NEXT?

Slower volume growth is anticipated

Strong preference for local and Swiss-made products

Stability in channel and outlet preferences

COMPETITIVE LANDSCAPE

Grocery retailers lead with extensive private label range

Intelligentfood Schweiz AG enjoys strong growth

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