

Other Dairy in Switzerland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthier formulations and high-protein innovation drive value growth in other dairy
Migros Genossenschaftsbund strengthens its lead while Danone AG drives growth through health-focused innovation
Supermarkets remain dominant in other dairy, while discounters and retail e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

The positive outlook for other dairy is expected to be driven by health and lifestyle shifts
Health-oriented innovation is set to drive growth in other dairy across the forecast period
Private label is expected to increase its share in other dairy across the forecast period

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DISCLAIMER

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Summary 1 - Research Sources

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