



Yoghurt and Sour Milk Products in Switzerland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of yoghurt and sour milk products rise as digestive health trends drive demand

Migros Genossenschaftsbund eG leads while smaller, local players gain ground

Supermarkets maintain its lead, while retail e-commerce and discounters gain ground

PROSPECTS AND OPPORTUNITIES

Positive growth is expected to be driven by health appeal and innovation

Product development is set to focus on health and wellness attributes

The premiumisation trend is set to drive growth as consumers seek functional, high-quality yoghurt products

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