



Euromonitor
International

Cider/Perry in Switzerland

July 2025

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Cider/Perry in Switzerland - Category analysis

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2024 DEVELOPMENTS

Cider/perry still able to attract new consumers thanks to ongoing investment
Market leader Ramseier Suisse loses ground to international rivals
Supermarkets lead retail distribution while on-trade sales thrive

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Positive outlook for cider/perry
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Alcoholic Drinks in Switzerland - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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