



Health and Wellness in Switzerland

January 2026

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Health and Wellness in Switzerland

EXECUTIVE SUMMARY

Swiss consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Health at the centre of consumer purchasing decisions as obesity rates rise
Health, sustainability, and animal welfare concerns push consumers towards plant-based diets

WHAT'S NEXT

Bright outlook for health and wellness with consumers making more informed choices

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HW Hot Drinks in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for healthier hot drinks remains strong despite economic pressures

INDUSTRY PERFORMANCE

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Natural claims come out on top
No caffeine hot drinks attract consumers looking to relax and improve their sleep

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2024 DEVELOPMENTS

Swiss consumers demand more from their soft drinks than just hydration

INDUSTRY PERFORMANCE

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Growing concerns over the threat posed by sugar informing market demand

WHAT'S NEXT

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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HW Staple Foods in Switzerland

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