



Juice in Switzerland

December 2025

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Juice in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

High prices dampen demand for juice

INDUSTRY PERFORMANCE

Stagnant performance reflects weaker demand as prices rise

Rising interest in coconut and other plant-waters

WHAT'S NEXT?

Juice sales set to remain flat over forecast period

Technological advances to be weighed against cost impact

Swiss trade agreement with Mercosur could add cost efficiencies

COMPETITIVE LANDSCAPE

Retailers hold dominant position in juice

Innocent brand enjoys strong growth

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[Soft Drinks in Switzerland - Industry Overview](#)

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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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