



Sports Drinks in Switzerland

December 2025

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Sports Drinks in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong uptick in volume sales

INDUSTRY PERFORMANCE

Prominence of physical activity drives demand

Flavour diversity and access via grocery retailers supports sales growth

WHAT'S NEXT?

Sales growth to moderate in upcoming years

Scope for development is enhanced by technology

Stronger emphasis on fitness will reinforce demand levels

COMPETITIVE LANDSCAPE

Promena AG leads with Gatorade brand but faces growing competition

Rising competition from outside the category

CHANNELS

Small local grocers claim largest share of sales

More convenient channels enjoy strong growth

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EXECUTIVE SUMMARY

Solid performance for soft drinks

KEY DATA FINDINGS

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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

CHANNELS

Supermarket channel holds majority of retail value share

Vending and retail e-commerce makes strides

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