



Euromonitor
International

Rtds in Switzerland

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

On-trade demand fuelling growth in RTDs in 2024

Diageo continues to lead with it adding numerous new flavours to its range

Supermarkets lead sales of RTDs but discounters win over price conscious consumers

PROSPECTS AND OPPORTUNITIES

Increasing acceptance of RTDs as a convenient alternative set to fuel growth

Special tax on "alcopops" continues to face opposition

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DISCLAIMER

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