



Euromonitor
International

HW Snacks in Switzerland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Players respond to evolving market demands with a growing range of healthy snacks

INDUSTRY PERFORMANCE

Consumers keen to make healthier and more ethical decisions when buying snacks
Vegetarian and vegan population expanding rapidly and informing new product development
Natural claims gain favour among health conscious consumers

WHAT'S NEXT

Consumers expected to demand healthier and more sustainable snacks
Challenges and opportunities ahead for vegetarian and vegan snacks
Natural claims offer a route to premiumisation

CATEGORY DATA

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Health and Wellness in Switzerland - Industry Overview

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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