



Euromonitor
International

HW Dairy Products and Alternatives in Switzerland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness informing market demand

INDUSTRY PERFORMANCE

Consumers show willingness to invest in healthier dairy products and alternatives
Lactose free claims capturing a growing market audience
Plant-based dairy thriving as health, environmental and animal welfare concerns grow

WHAT'S NEXT

Fortified and functional dairy products and alternatives full of potential
New technology could help to expand the market for lactose free dairy
Plant-based dairy set to continue on an upward trajectory as demand grows

CATEGORY DATA

- Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-dairy-products-and-alternatives-in-switzerland/report.