



**Euromonitor
International**

Coffee in Switzerland

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2025 DEVELOPMENTS

Stable performance for the coffee category

INDUSTRY PERFORMANCE

Resilient demand for a Swiss favourite

Growth of sustainable coffee pod solutions driven by new innovations

WHAT'S NEXT?

Rising demands for higher quality, traceable and sustainable coffee.

Technological advancements to shape the coffee industry

Sustainable features will be point of differentiation

COMPETITIVE LANDSCAPE

Nestlé Suisse SA strengthens position with premium brands

Migros Genossenschaftsbund eG holds dominant position with private label

CHANNELS

Grocery retailers are the stand out retail channel for coffee

Retail e-commerce helps promote speciality and niche coffees

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Hot Drinks in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Healthy performance reported in hot drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Modest growth reflects cultural importance of hot drinks

Health and wellness trends play pivotal role shaping hot drinks consumption

Premiumisation trend plays a bigger influence

WHAT'S NEXT?

Modest outlook despite the maturity of hot drinks

Premiumisation and sustainability will remain key drivers

Status quo in terms of distribution and the competitive landscape

COMPETITIVE LANDSCAPE

Nestlé Suisse SA reaffirms its stronghold in hot drinks

Shift to private label is evident

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Supermarkets hold dominant position, but discounters are gaining share

Gradual rise in retail e-commerce sales

Sluggish performance in foodservice as consumers make cutbacks

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