



Tea in Switzerland

December 2025

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Tea in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea consumption shifts to healthier lines

INDUSTRY PERFORMANCE

Health positioning supports tea category performance

Fruit and herbal tea is embraced as part of self-care and wellbeing rituals

WHAT'S NEXT?

Lower caffeine levels and health perceptions to support category growth

Technological advances will raise the focus on quality and sustainability

Healthier tea products to expand

COMPETITIVE LANDSCAPE

Private label holds a strong position in tea

Morga AG taps into health trend with Floramed medicinal teas

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On-the-go lifestyles drive sales via forecourt retailers

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Healthy performance reported in hot drinks

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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

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