



Euromonitor
International

Concentrates in Switzerland

December 2025

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Concentrates in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and affordability supports concentrates

INDUSTRY PERFORMANCE

Convenience and affordability ensures ongoing appeal of concentrates

Liquid concentrates remain the firm favourite

WHAT'S NEXT?

Stable performance reflects dependency on affordable soft drinks

Limited scope for true innovation

Reduced sugar variants to perform well

COMPETITIVE LANDSCAPE

Private label holds strong position alongside SodaStream (Switzerland) AG

Teisseire France SAS gains ground in 2025

CHANNELS

Grocery retailers account for bulk of channel sales

Retail e-commerce enjoys solid growth

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Soft Drinks in Switzerland - Industry Overview

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Solid performance for soft drinks

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Functional products in demand as health-focus continues to shape demand

Economic conditions weigh on category performance

Sustainability drives consumers towards local products

WHAT'S NEXT?

Slower volume growth is anticipated

Strong preference for local and Swiss-made products

Stability in channel and outlet preferences

COMPETITIVE LANDSCAPE

Grocery retailers lead with extensive private label range

Intelligentfood Schweiz AG enjoys strong growth

CHANNELS

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