



Euromonitor
International

Bottled Water in Switzerland

December 2025

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Bottled Water in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and fitness trends support category sales

INDUSTRY PERFORMANCE

Bottled water boasts high levels of popularity

Functional bottled water shows strong growth

WHAT'S NEXT?

Low pace of growth over forecast period

Innovations will open up new growth opportunities

Players must raise their game regarding sustainability

COMPETITIVE LANDSCAPE

Grocery retailers take the lead with innovative private label

Vitamin Well brand enjoys strong growth with functional bottled water

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Direct selling channel grows from very low base

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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

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