



**Euromonitor
International**

Cheese in Switzerland

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth remains positive despite growing challenges for volume sales of cheese
Migros Genossenschaftsbund eG retains its lead while recording the strongest uplift in share
Supermarkets lead cheese sales while retail e-commerce gains ground in 2025

PROSPECTS AND OPPORTUNITIES

Soft cheese is set to lead value growth, while volume growth faces challenges
The ongoing health and wellness trend is set to influence consumer preferences in cheese
Players are expected to emphasize Swissness to strengthen their local positioning

CATEGORY DATA

Table 1 - Sales of Cheese by Category: Volume 2020-2025
Table 2 - Sales of Cheese by Category: Value 2020-2025
Table 3 - Sales of Cheese by Category: % Volume Growth 2020-2025
Table 4 - Sales of Cheese by Category: % Value Growth 2020-2025
Table 5 - Sales of Spreadable Cheese by Type: % Value 2020-2025
Table 6 - Sales of Soft Cheese by Type: % Value 2020-2025
Table 7 - Sales of Hard Cheese by Type: % Value 2020-2025
Table 8 - NBO Company Shares of Cheese: % Value 2021-2025
Table 9 - LBN Brand Shares of Cheese: % Value 2022-2025
Table 10 - Distribution of Cheese by Format: % Value 2020-2025
Table 11 - Forecast Sales of Cheese by Category: Volume 2025-2030
Table 12 - Forecast Sales of Cheese by Category: Value 2025-2030
Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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