



Drinking Milk Products in Switzerland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

A mixed performance in drinking milk products as goats milk and flavoured milk drinks drive sales
Migros Genossenschaftsbund retains its lead, while Mopro Luzern drives growth through goat milk
Supermarkets lead, while discounters and retail e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

Value growth is set to remain positive, however, health drivers challenge volume sales
The rise of plant-based and alternative dairy drinks will be driven by health trends and lifestyle shifts
Sustainability will remain central in dairy milk products across the forecast period

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Dairy Products and Alternatives in Switzerland - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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