



Euromonitor
International

Beer in Switzerland

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bad weather contributes to a drop in beer consumption in 2024
Feldschlösschen loses share to main rival in 2024
Supermarkets lead off-trade sales while on-trade continue to recover

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Beer set to see a slight decline in overall demand
Cans dominate packaging as discussions around a deposit system continue
High number of small breweries expected to ensure diversity in beer

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Opening hours
On-trade establishments

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DISCLAIMER

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