



Euromonitor
International

Sweet Spreads in Switzerland

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

More natural, lighter options boost interest in sweet spreads

INDUSTRY PERFORMANCE

Health and naturalness guide product innovation

Jams and preserves remain central to growth through premium and health cues

WHAT'S NEXT?

Moderate but steady growth expected as health and price dynamics evolve

Health-driven preferences to shape future consumption

Local sourcing and ethical production gain greater importance

COMPETITIVE LANDSCAPE

Private label maintains leadership through range and trust

Alnatura strengthens position with organic and nut-based expertise

CHANNELS

Supermarkets dominate through broad assortment and accessibility

E-commerce expands as digital grocery shopping becomes habitual

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Health and sustainability trends boost sales of cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and time-saving formats support busy lifestyles

Natural and health-focused innovation strengthens brand appeal

Sustainability and local sourcing remain defining purchase factors

WHAT'S NEXT?

Health, sustainability, and naturalness to remain at the forefront

Convenience and time efficiency to guide future launches

Plant-based trends to gain further traction

Geopolitical risks and trade developments may impact pricing

COMPETITIVE LANDSCAPE

Migros refocuses on its retail core to strengthen market leadership

PepsiCo gains traction through innovation in chilled meal solutions

Migros ends Alnatura partnership amid strategic realignment

CHANNELS

Supermarkets dominate as the preferred retail format

E-commerce expands rapidly with convenience and promotion-driven growth

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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