



Euromonitor  
International

# Plant-Based Dairy in Switzerland

August 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong growth in plant-based dairy is driven by health, ethics, and accessibility

Key players expand their plant-based dairy portfolios through innovation and strategic partnerships

Supermarkets continue as the primary distribution channel for plant-based dairy in Switzerland

#### PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by rising awareness, health benefits and environmental sustainability

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Manufacturers will focus on sustainability through innovation and communications

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