

Alcoholic Drinks in Switzerland

<https://marketpublishers.com/r/A14D4CEC4BCEN.html>

Date: November 2023

Pages: 76

Price: US\$ 2,100.00 (Single User License)

ID: A14D4CEC4BCEN

Abstracts

Overall, alcoholic drinks continued to grow in total volume sales terms in 2022, albeit at a more moderate pace than in 2021, while maintaining low double-digit total current value growth. The main reason for continuous positive development was the further recovery of the industry as the threat of Coronavirus (COVID-19) and related restrictions eased and lifted. Thus, consumers returned to more normal lifestyles and consumption behaviours, with more time spent socialising outside the home, such...

Euromonitor International's Alcoholic Drinks in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Alcoholic Drinks in Switzerland
Euromonitor International
November 2023
List Of Contents And Tables
ALCOHOLIC DRINKS IN SWITZERLAND
EXECUTIVE SUMMARY
Alcoholic drinks in 2022: The big picture

2022 KEY TRENDS

Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?
MARKET BACKGROUND
Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Table 1 Number of On-trade Establishments by Type 2017-2022
TAXATION AND DUTY LEVIES
Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022
OPERATING ENVIRONMENT
Contraband/parallel trade
Duty free
Cross-border/private imports
KEY NEW PRODUCT LAUNCHES
Outlook
MARKET INDICATORS
Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022
MARKET DATA
Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022
Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 15 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027
Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
Table 17 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to the on-trade channel limits off-trade volume growth potential

Rising health awareness informs consumer choices

Consumers appreciate convenience and selections of large modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Local brewers to leverage “Swissness” appeal to remain strong players

Non-low alcohol beer to ride the health and wellness trend

Economic and health limits on demand but growing interest in quality over quantity

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 18 Number of Breweries 2017-2022

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2017-2022

Table 20 Sales of Beer by Category: Total Value 2017-2022

Table 21 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022
Table 24 Sales of Beer by Off-trade vs On-trade: Value 2017-2022
Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022
Table 27 Sales of Beer by Craft vs Standard 2017-2022
Table 28 GBO Company Shares of Beer: % Total Volume 2018-2022
Table 29 NBO Company Shares of Beer: % Total Volume 2018-2022
Table 30 LBN Brand Shares of Beer: % Total Volume 2019-2022
Table 31 Forecast Sales of Beer by Category: Total Volume 2022-2027
Table 32 Forecast Sales of Beer by Category: Total Value 2022-2027
Table 33 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027
Table 34 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

On-trade recovery boosts the overall performance of wine

Shift to higher-quality wine but in smaller quantities

Schenk leverages wide offer and price points and new product development to stay ahead of the field

PROSPECTS AND OPPORTUNITIES

Return to pre-pandemic norms to continue to push sparkling wine and non alcoholic wine

“Lighter” wines to gain on “heavier” wines

Wine is set to remain important part of regular shopping trips to grocery retailers

CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2017-2022
Table 36 Sales of Wine by Category: Total Value 2017-2022
Table 37 Sales of Wine by Category: % Total Volume Growth 2017-2022
Table 38 Sales of Wine by Category: % Total Value Growth 2017-2022
Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
Table 40 Sales of Wine by Off-trade vs On-trade: Value 2017-2022
Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022
Table 44 Sales of Still Ros? Wine by Price Segment: % Off-trade Volume 2017-2022
Table 45 Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022
Table 46 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume

2017-2022

Table 47 GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 48 NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 49 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 50 GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 51 NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 52 LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 53 GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 54 NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 55 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 56 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 57 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 58 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 59 GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 60 NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 61 LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022

Table 62 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 63 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 64 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 65 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Reopening of society pushes return to on-trade consumption

Premiumisation and non alcoholic spirits gain traction

Premiumisation trend boosts appeal of food/drink/tobacco specialists

PROSPECTS AND OPPORTUNITIES

Shift to on-trade in line with premium and cocktail trends

Polarisation of demand trend

The competitive landscape is set to intensify amid innovation and new product development

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2022

CATEGORY DATA

Table 66 Sales of Spirits by Category: Total Volume 2017-2022

Table 67 Sales of Spirits by Category: Total Value 2017-2022

Table 68 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 69 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 70 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 71 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 72 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 73 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 74 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 75 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 76 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 77 Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 78 Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 79 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 80 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 81 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 82 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 83 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 84 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 85 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 86 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gradual return to foodservice drives total volume growth in 2022

Non alcoholic options gain some traction but regular products shape and drive the category

Local players benefit from consumer trust and company/brand awareness to lead cider/perry

PROSPECTS AND OPPORTUNITIES

Stronger development and promotion is required to drive dynamism in cider/perry

Cider/perry fits with more moderate drinking trend

Non alcoholic cider/perry to remain on the periphery

CATEGORY DATA

Table 87 Sales of Cider/Perry: Total Volume 2017-2022

Table 88 Sales of Cider/Perry: Total Value 2017-2022

Table 89 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 90 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 94 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 95 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 96 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 97 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 98 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 99 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 100 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 101 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs caters to demand trends in alcoholic drinks

New product launches help spirit-based RTDs to shape and drive the category

Young adult audience helps retail e-commerce to grow in RTDs

PROSPECTS AND OPPORTUNITIES

Growth opportunities remain in innovative category

Hard seltzers set to offer competitive advantages to players

Versatility and innovation to help drive new product developments

CATEGORY DATA

Table 102 Sales of RTDs by Category: Total Volume 2017-2022

Table 103 Sales of RTDs by Category: Total Value 2017-2022

Table 104 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 105 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 106 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 107 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 108 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 109 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 110 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 111 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 112 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 113 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 114 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 115 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 116 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

I would like to order

Product name: Alcoholic Drinks in Switzerland

Product link: <https://marketpublishers.com/r/A14D4CEC4BCEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A14D4CEC4BCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970