

Alcoholic Drinks in Switzerland

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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.

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