

Concentrates in Switzerland

January 2024

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Concentrates in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower growth for concentrates in 2023, despite efforts to broaden consumer base

At-home cocktail making trend continues to benefit sales

Private label continues to dominate, while SodaStream shows signs of reaching its peak

PROSPECTS AND OPPORTUNITIES

Growth potential remains dependent on demographic

Scope for the development of premium products

Locally sourced, sustainable and organic concentrates are expected to gain prominence

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