

# Cheese in Switzerland

September 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cheese sales benefit from the offering of high-quality, domestic produce  
Soft cheese boosts current retail value growth due to its healthier image  
Domestic players lead, with consumers regarding Swiss cheese as superior

#### PROSPECTS AND OPPORTUNITIES

Positive growth is driven by soft cheese, which remains popular due to its versatility  
Swissness will boost the growth of domestic goods, with imports benefiting from low prices  
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