

Drinking Milk Products in Switzerland

September 2023

Table of Contents

Drinking Milk Products in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher price points and the rise of milk alternatives challenges cow's milk
Goat's milk becomes popular, aligning with the ongoing health and wellness trend
Grocery retailers appeal through domestic origin and sustainable practices

PROSPECTS AND OPPORTUNITIES

Sales falls as the threat from plant-based milk alternatives rises
Goat milk farming increases as goat milk rises in popularity
Players focus on sustainable packaging to align to consumers rising demands

CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 2 - Sales of Drinking Milk Products by Category: Value 2018-2023

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 8 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 9 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 10 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 - Penetration of Private Label by Category: % Value 2018-2023

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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