

# Spirits in Switzerland

June 2024

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## Spirits in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

On- and off-trade value sales grow fast as quality outweighs quantity  
Improving selections and tastes pique interest in non-alcoholic spirits  
Focus on local trends is an essential success factor

#### PROSPECTS AND OPPORTUNITIES

Shift to non-alcoholic spirits is anticipated  
Premium spirits highly visible in the on-trade channel  
Convenience and competitive prices to favour supermarkets

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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Retailing developments  
On-trade vs off-trade split  
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