

Cider/Perry in Switzerland

June 2024

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Cider/Perry in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry continues to enjoy summer popularity

Regular cider/perry shapes the category but opportunities for premiumisation exist

Large branded players and small independents find space in cider/perry

PROSPECTS AND OPPORTUNITIES

Value over volume growth in a quality and special occasion consumption climate

Limited space for non-alcoholic versions

Supermarkets to continue to cater to cider/perry drinkers

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On-trade vs off-trade split

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Legal purchasing age and legal drinking age

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