

Sweet Biscuits, Snack Bars and Fruit Snacks in Switzerland

June 2024

Table of Contents

Sweet Biscuits, Snack Bars and Fruit Snacks in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness a key influence

Revisiting traditional recipes

Health and wellness, and indulgence

PROSPECTS AND OPPORTUNITIES

Dried fruit set to perform well

Increasing emphasis on sustainability

Competition from healthier products

CATEGORY DATA

- Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
- Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
- Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
- Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
- Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
- Table 7 NBO Company Shares of Sweet Biscuits: % Value 2020-2024
- Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
- Table 9 NBO Company Shares of Snack Bars: % Value 2020-2024
- Table 10 LBN Brand Shares of Snack Bars: % Value 2021-2024
- Table 11 NBO Company Shares of Fruit Snacks: % Value 2020-2024
- Table 12 LBN Brand Shares of Fruit Snacks: % Value 2021-2024
- Table 13 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
- Table 14 Distribution of Sweet Biscuits by Format: % Value 2019-2024
- Table 15 Distribution of Snack Bars by Format: % Value 2019-2024
- Table 16 Distribution of Fruit Snacks by Format: % Value 2019-2024
- Table 17 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
- Table 18 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
- Table 19 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
- Table 20 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

Snacks in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

- Table 21 Sales of Snacks by Category: Volume 2019-2024
- Table 22 Sales of Snacks by Category: Value 2019-2024
- Table 23 Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 24 Sales of Snacks by Category: % Value Growth 2019-2024
- Table 25 NBO Company Shares of Snacks: % Value 2020-2024
- Table 26 LBN Brand Shares of Snacks: % Value 2021-2024
- Table 27 Penetration of Private Label by Category: % Value 2019-2024
- Table 28 Distribution of Snacks by Format: % Value 2019-2024

Table 29 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-switzerland/report.