



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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Alcoholic Drinks in Switzerland - Industry Overview

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