



# Health and Wellness in Switzerland

August 2024

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## Health and Wellness in Switzerland

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in Switzerland

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hot drinks sales rebound with a renewed focus on healthier options  
Natural hot drinks seen as a healthier and higher quality option  
As stress levels rise consumers ditch the caffeine

### PROSPECTS AND OPPORTUNITIES

Bright outlook for health and wellness hot drinks with demand set to grow among locals and tourists  
Natural and organic claims set to play a growing role in hot drinks  
Probiotic hot drinks could become more prominent but no caffeine products expected to remain the key sales driver

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Players responding to growing demand for better for you soft drinks

### PROSPECTS AND OPPORTUNITIES

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Vegan snacks thriving as consumers make healthier and more ethical choices

Good source of omega 3s health and wellness snacks on the rise while snack bars benefit from their convenience

#### PROSPECTS AND OPPORTUNITIES

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Lactose free claims benefit from rising awareness of food intolerances and their impact on health

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Vegetarian remains the largest claim in health and wellness cooking ingredients and meals as consumers look to make more responsible choices

High protein diets reaching a wider audience, while olive oil finds favour among health conscious consumers

#### PROSPECTS AND OPPORTUNITIES

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Organic staple foods gain ground as consumers prioritise sustainability

Breakfast cereals a new battleground for healthy eating claims

#### PROSPECTS AND OPPORTUNITIES

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