

# Yoghurt and Sour Milk Products in Switzerland

September 2023

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## Yoghurt and Sour Milk Products in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Yoghurt and sour milk products benefit from an alignment with the health and wellness trend

Plain yoghurt leads growth, with consumers appreciating natural ingredients

Migros, Coop and Emmi lead development trends in yoghurt and sour milk products

#### PROSPECTS AND OPPORTUNITIES

The focus on health and wellness will aid sales across the coming years

New launches focus on added-value benefits, low fat and high protein

Supermarkets retain a strong position, with Migros and Coop leading sales

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