

HW Staple Foods in Switzerland

December 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Animal welfare concerns boost demand for organic and plant-based products

Organic staple foods gain ground as consumers prioritise sustainability

Brain health and memory sees increased demand in the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Top grocery retailers Migros and Coop to drive innovation, especially on organic front

Vegan set to remain a most promising health and wellness staple foods category

Keto staple foods set to continue benefiting from contemporary diet trends

CATEGORY DATA

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Health and Wellness in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Overview

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