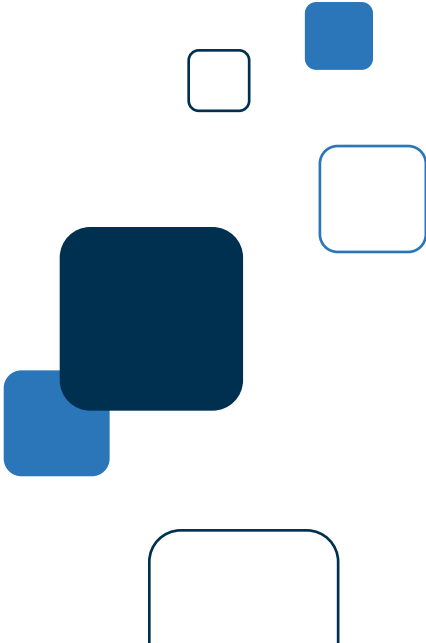


A decorative arrangement of squares in the top left corner: a small dark blue square at the top, a medium blue square below it, and a white square with a blue outline to the right of the medium blue square.

MONTHLY MARKET SUMMARY

Wholesale Getränkemarkt Schweiz

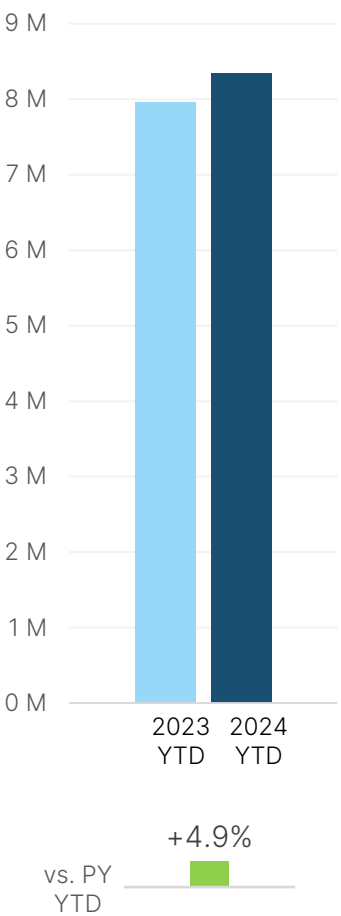
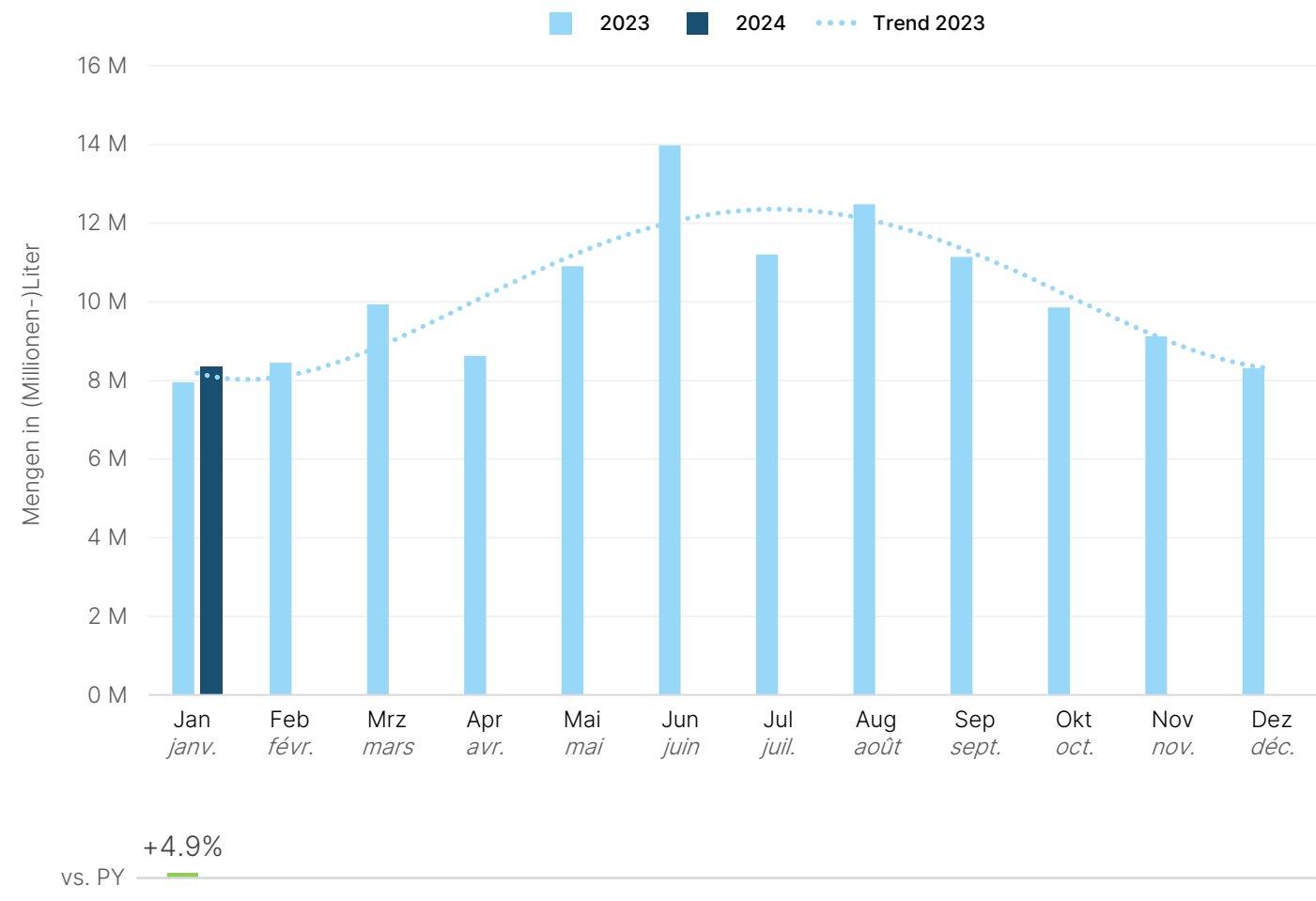
Januar 2024

A decorative arrangement of squares in the bottom center: a small blue square at the top, a white square with a blue outline below it, a medium blue square to the right of the white square, a large dark blue square below the white square, a medium blue square to the left of the large dark blue square, and a white square with a blue outline at the bottom.

Gesamtmarkt

Entwicklung Gesamtmarkt pro Monat

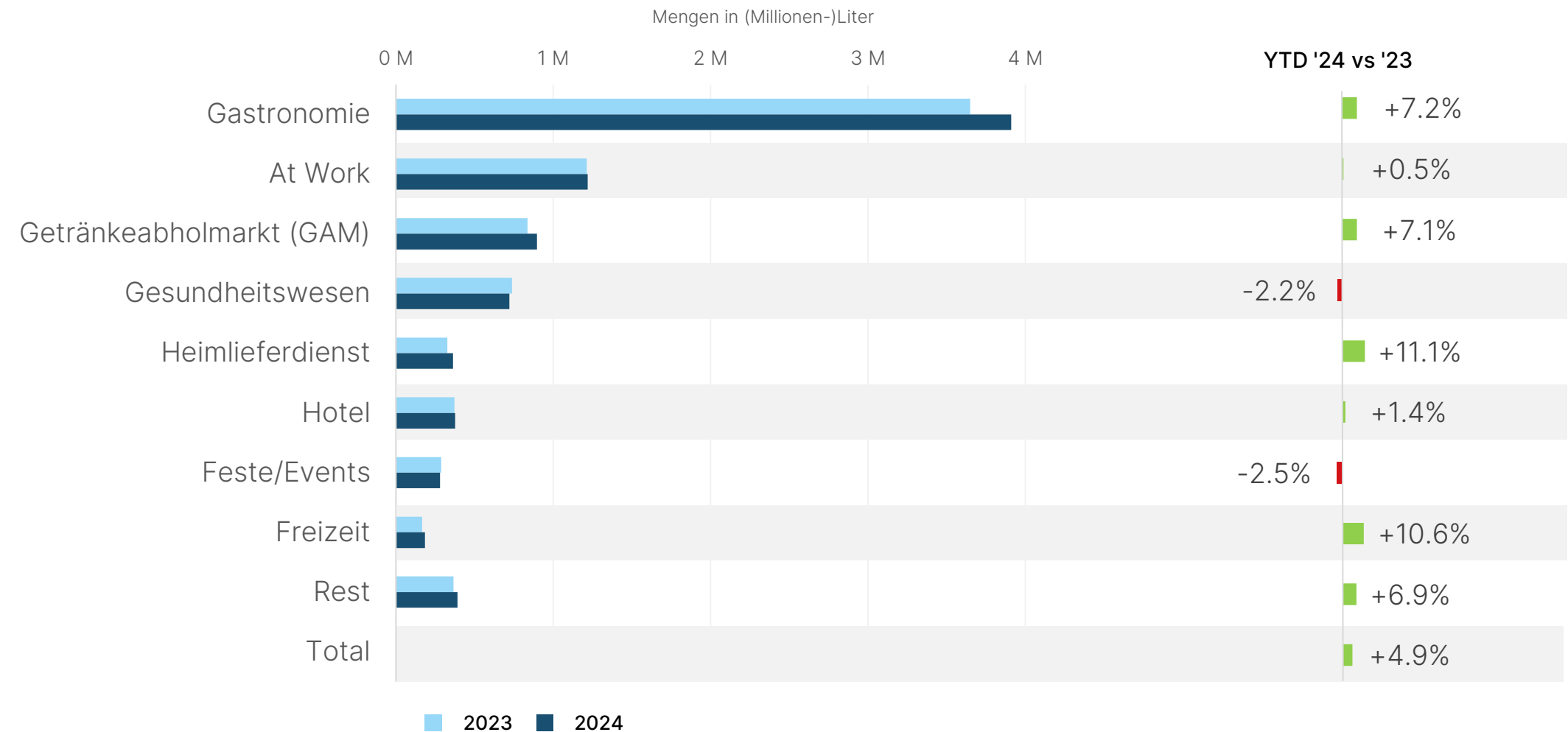
Januar 2024 / 2024



Januar '24 vs '23:
+4.9% ▲

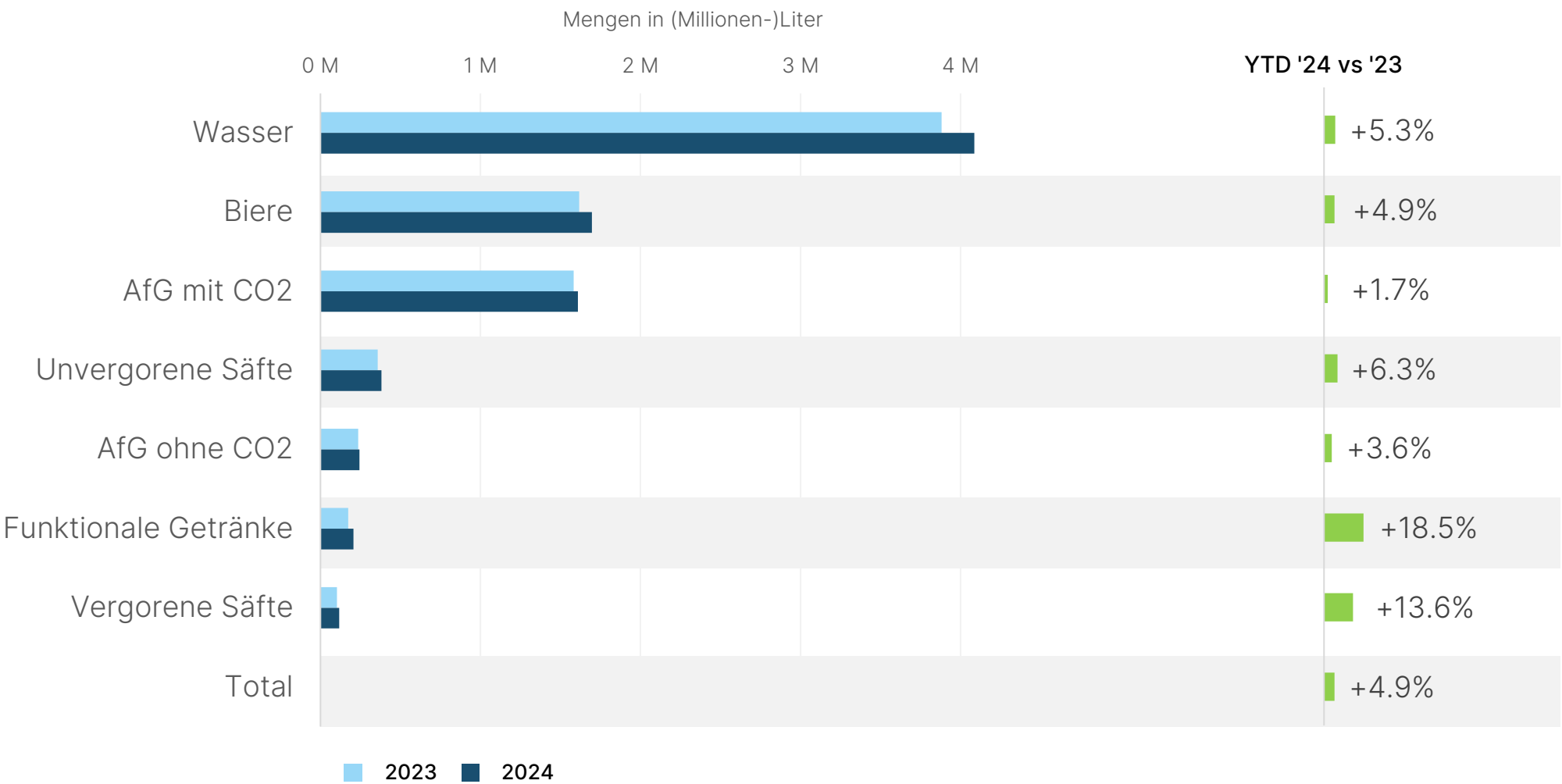
Entwicklung Gesamtmarkt pro Kanal

Januar 2024 / 2024



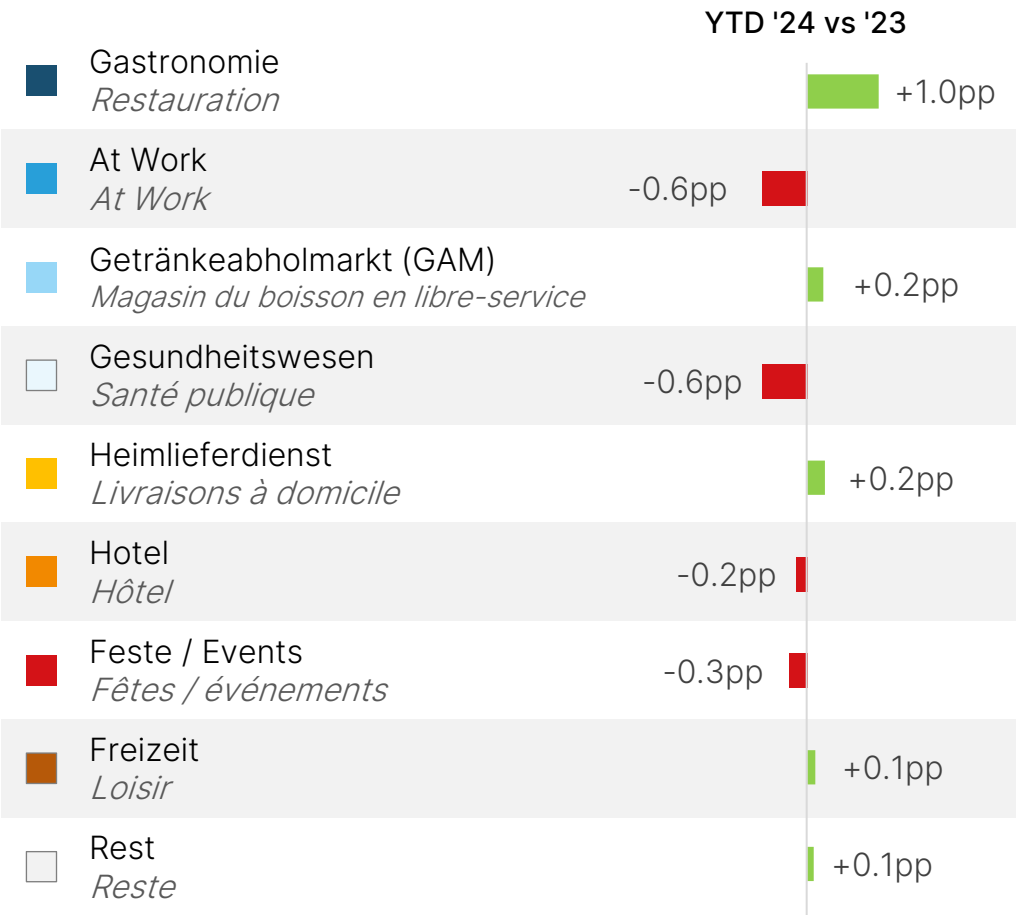
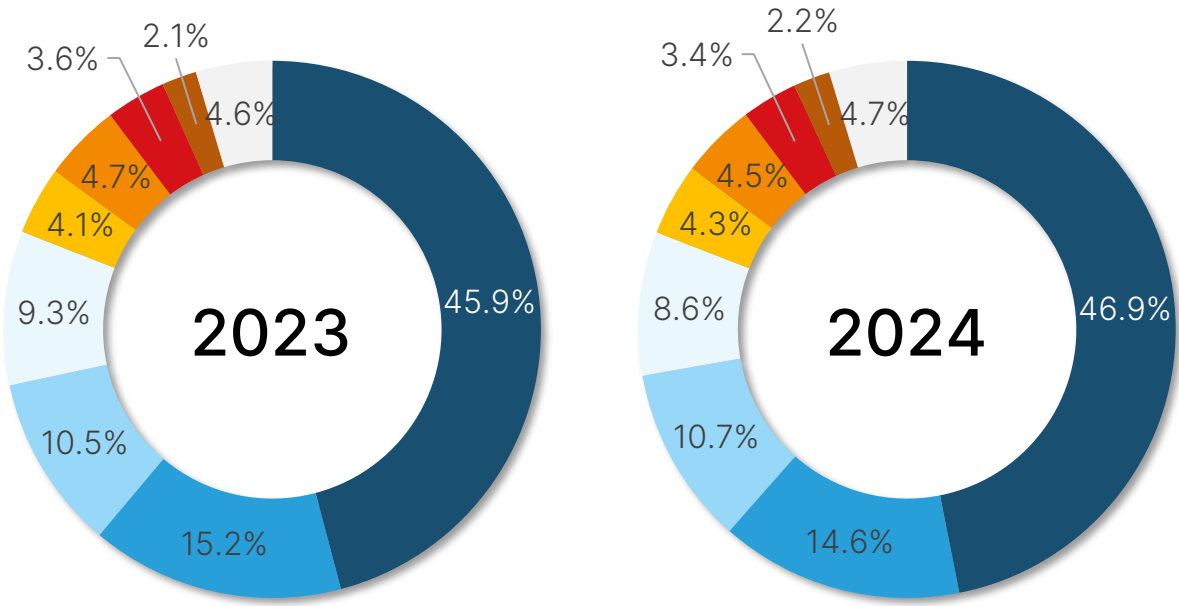
Entwicklung Gesamtmarkt pro Kategorie

Januar 2024 / 2024



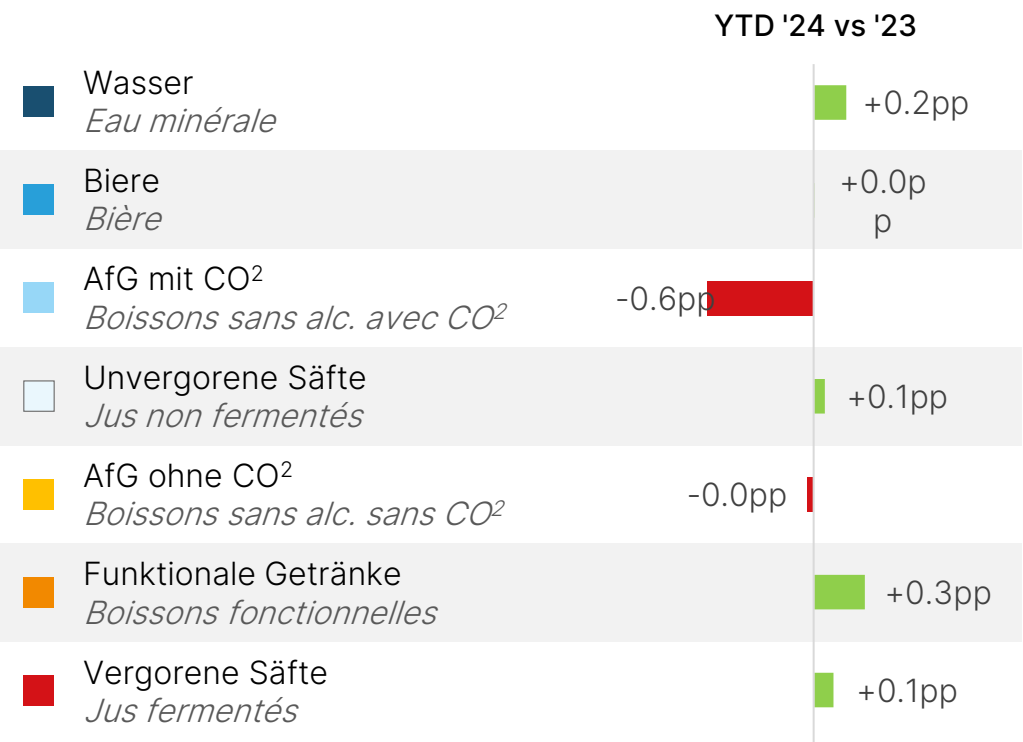
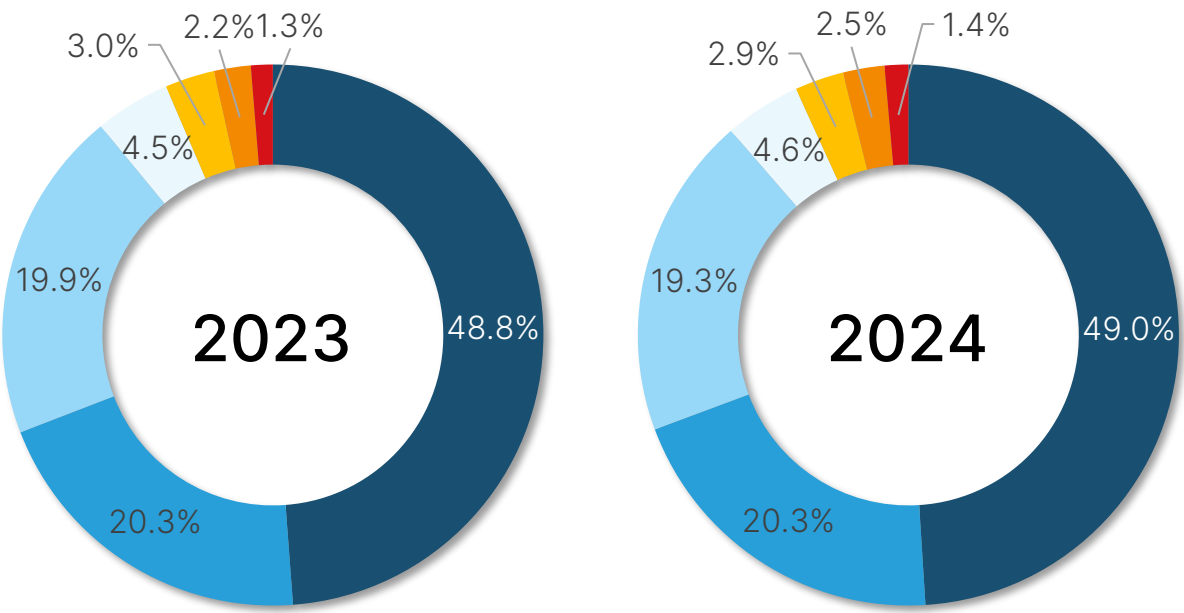
Anteil am Gesamtmarkt pro Kanal

Januar 2024 / 2024



Anteil am Gesamtmarkt pro Kategorie

Januar 2024 / 2024

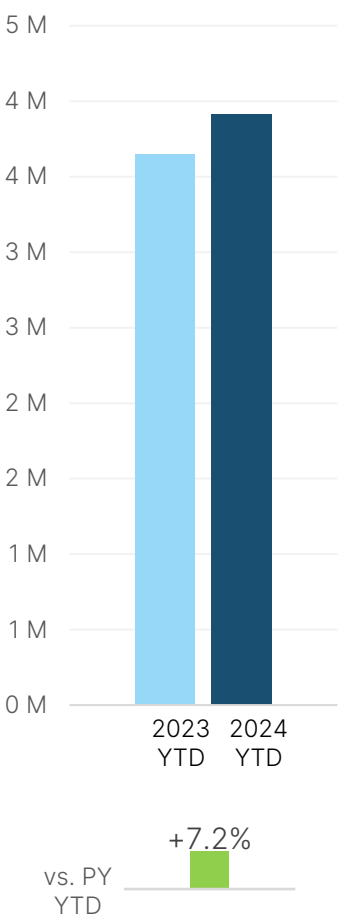
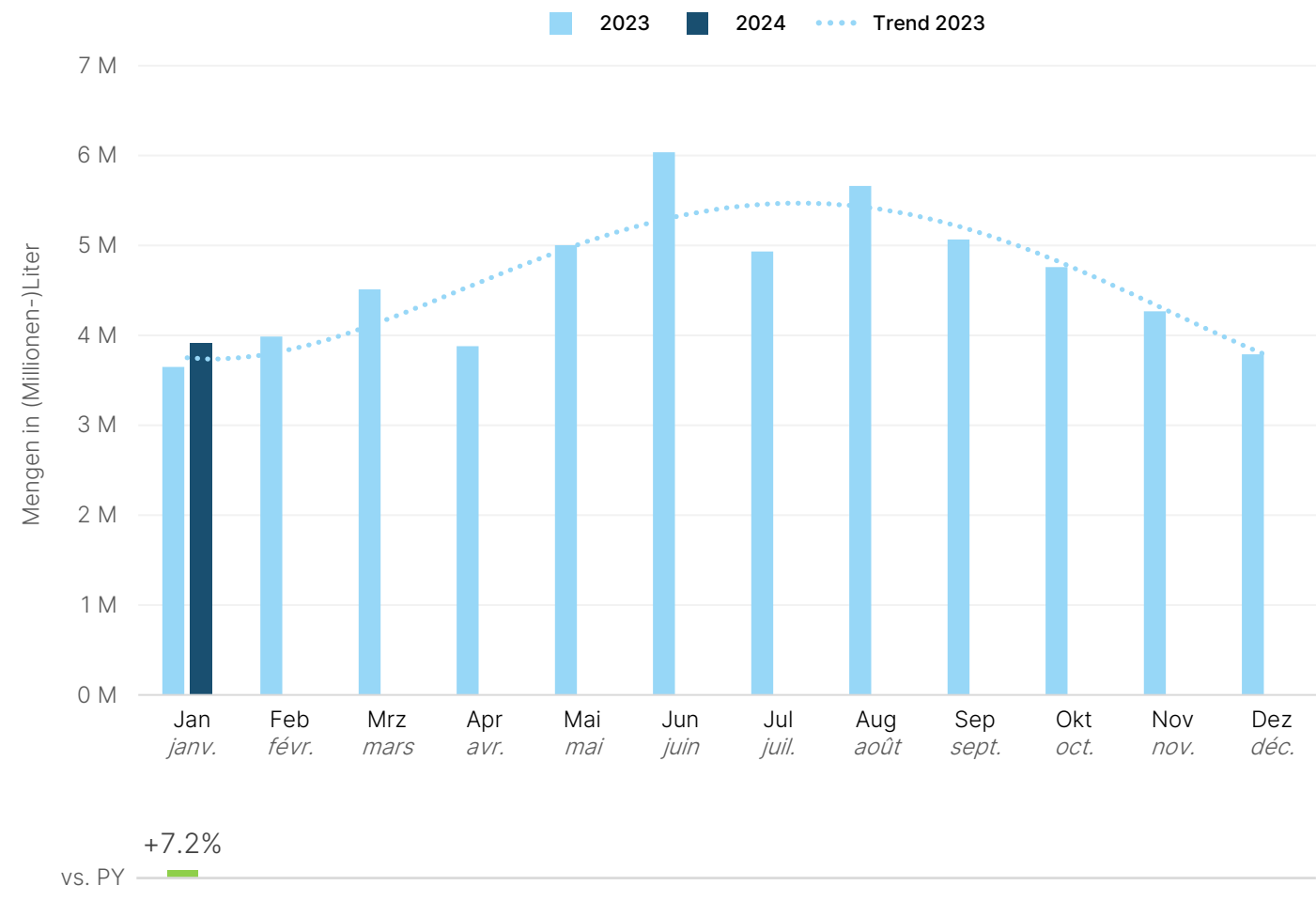


A close-up photograph of a bartender in a dark uniform pouring a reddish liquid into a glass. The glass is garnished with a lime wedge. The scene is set in a bar with shelves of bottles in the background. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the word 'Gastronomie' in white. On the right side, there are white decorative elements: a small square at the top, a vertical line with a square at the bottom, and a square at the very bottom right.

Gastronomie

Entwicklung Gastronomie pro Monat

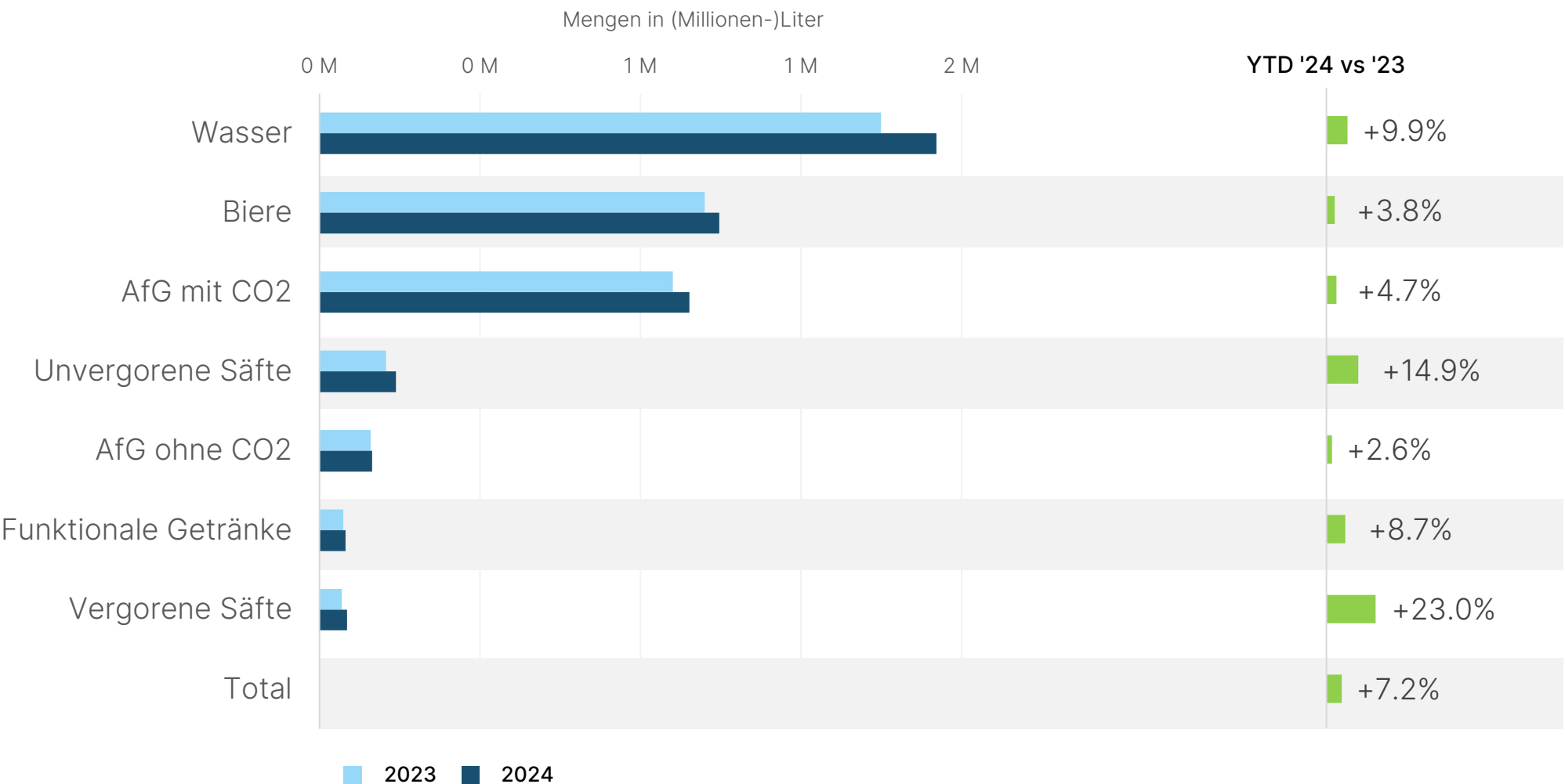
Januar 2024 / 2024



Januar '24 vs '23:
+7.2% ▲

Entwicklung Gastronomie pro Kategorie

Januar 2024 / 2024



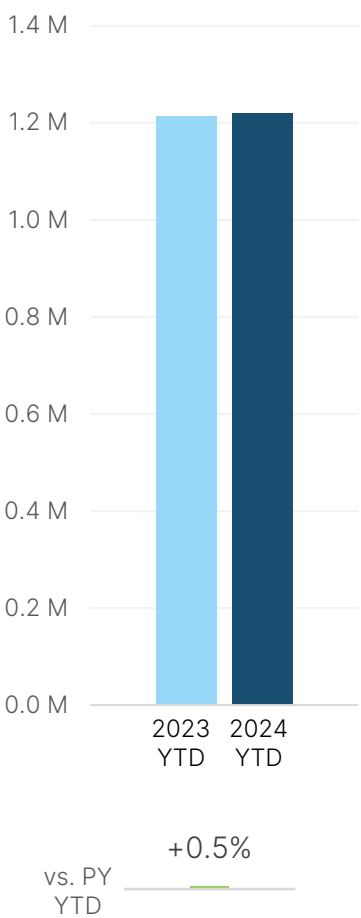
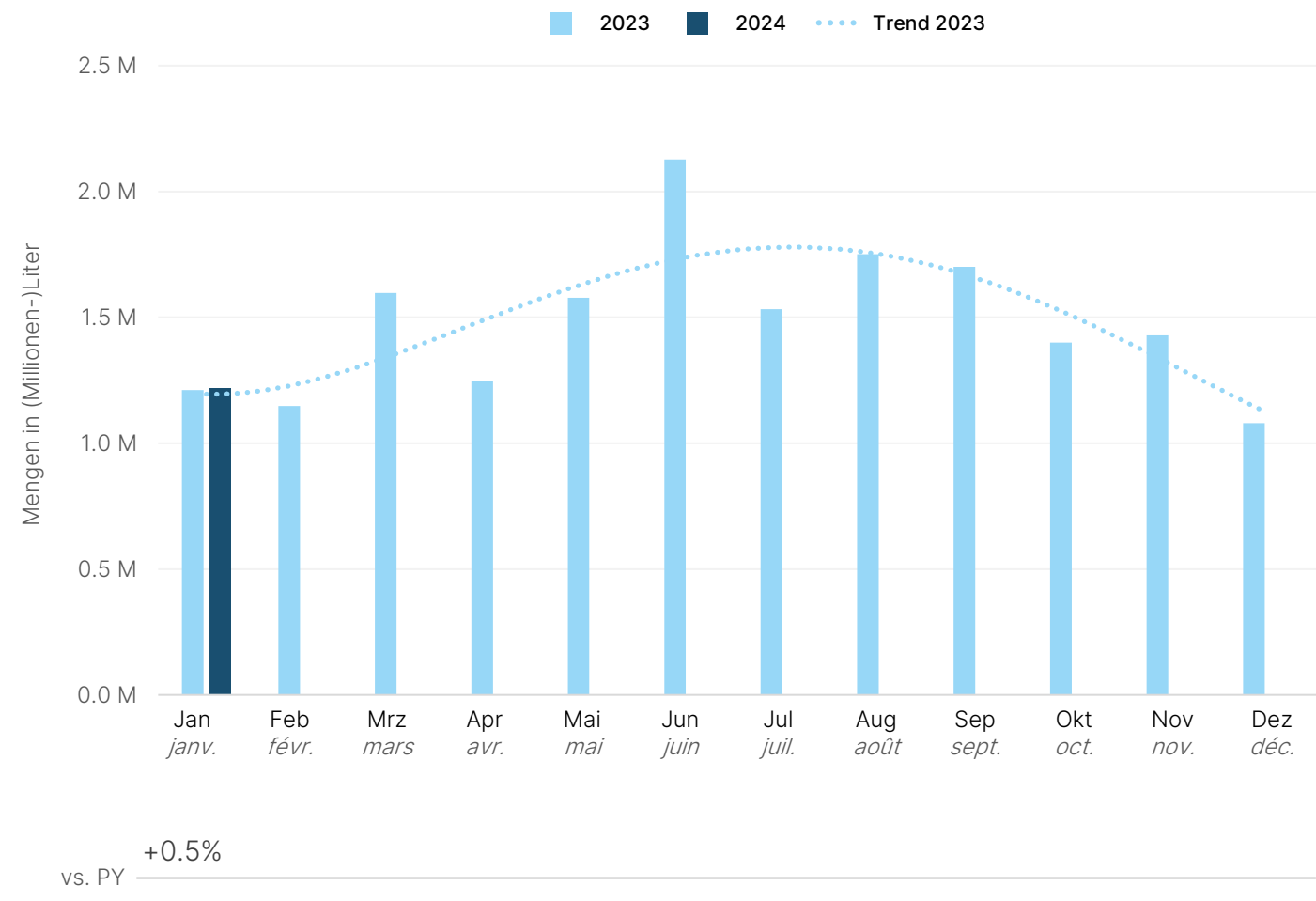
The background is a blurred office scene with people working at desks. A dark blue horizontal band is overlaid across the middle of the image.

At Work



Entwicklung At Work pro Monat

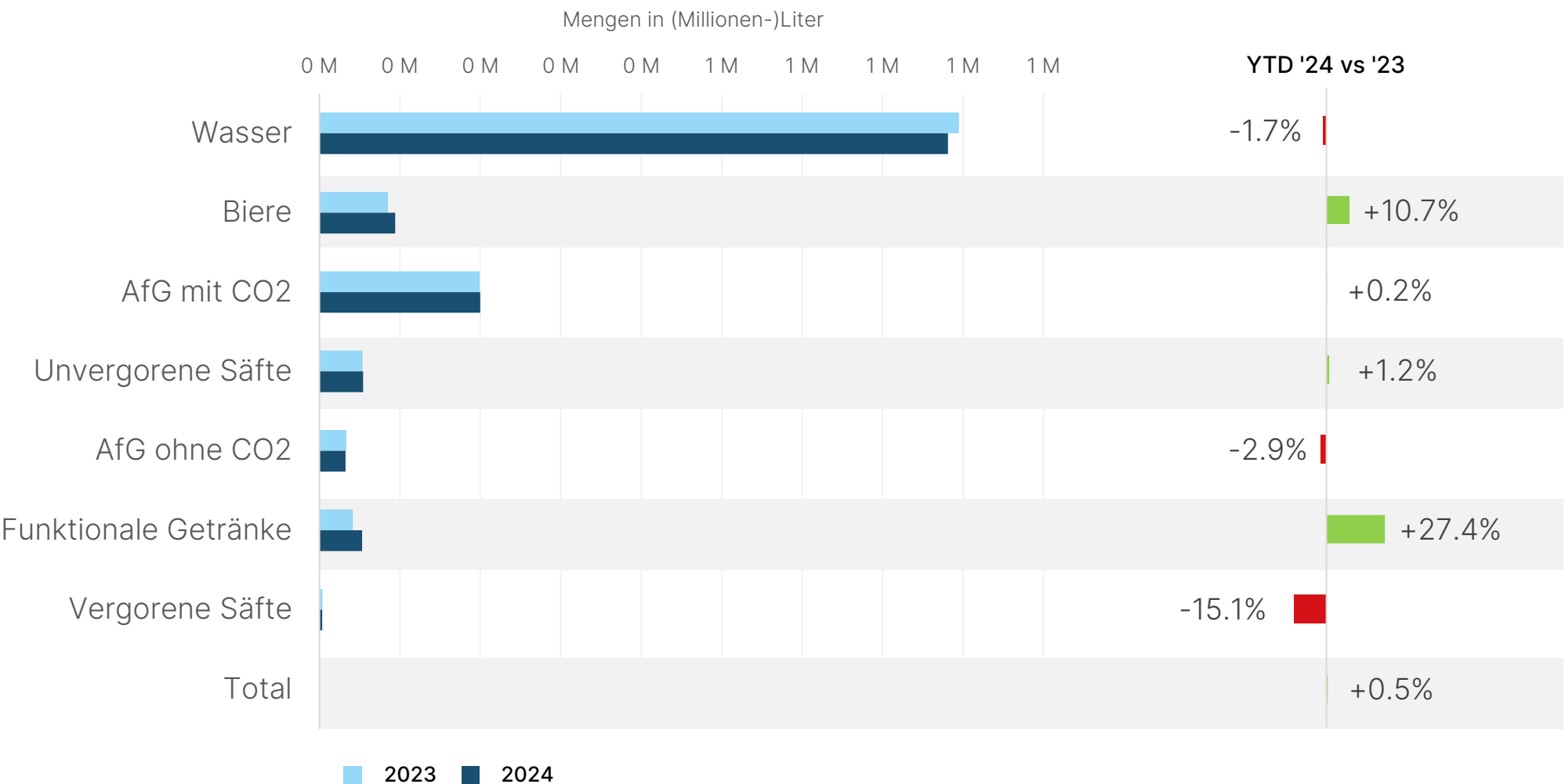
Januar 2024 / 2024



Januar '24 vs '23:
+0.5% ▲

Entwicklung At Work pro Kategorie

Januar 2024 / 2024

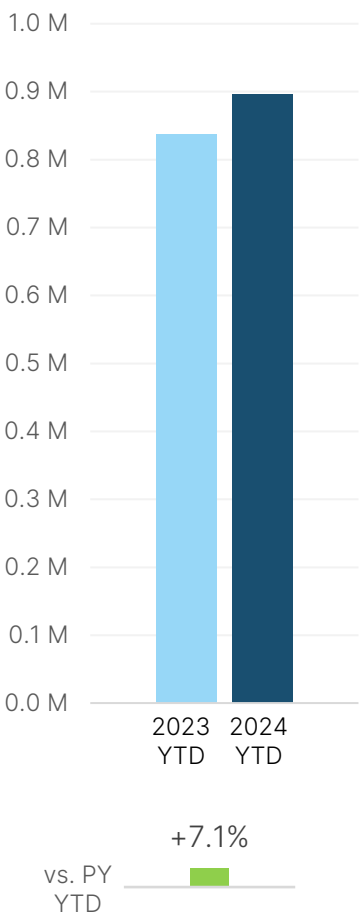
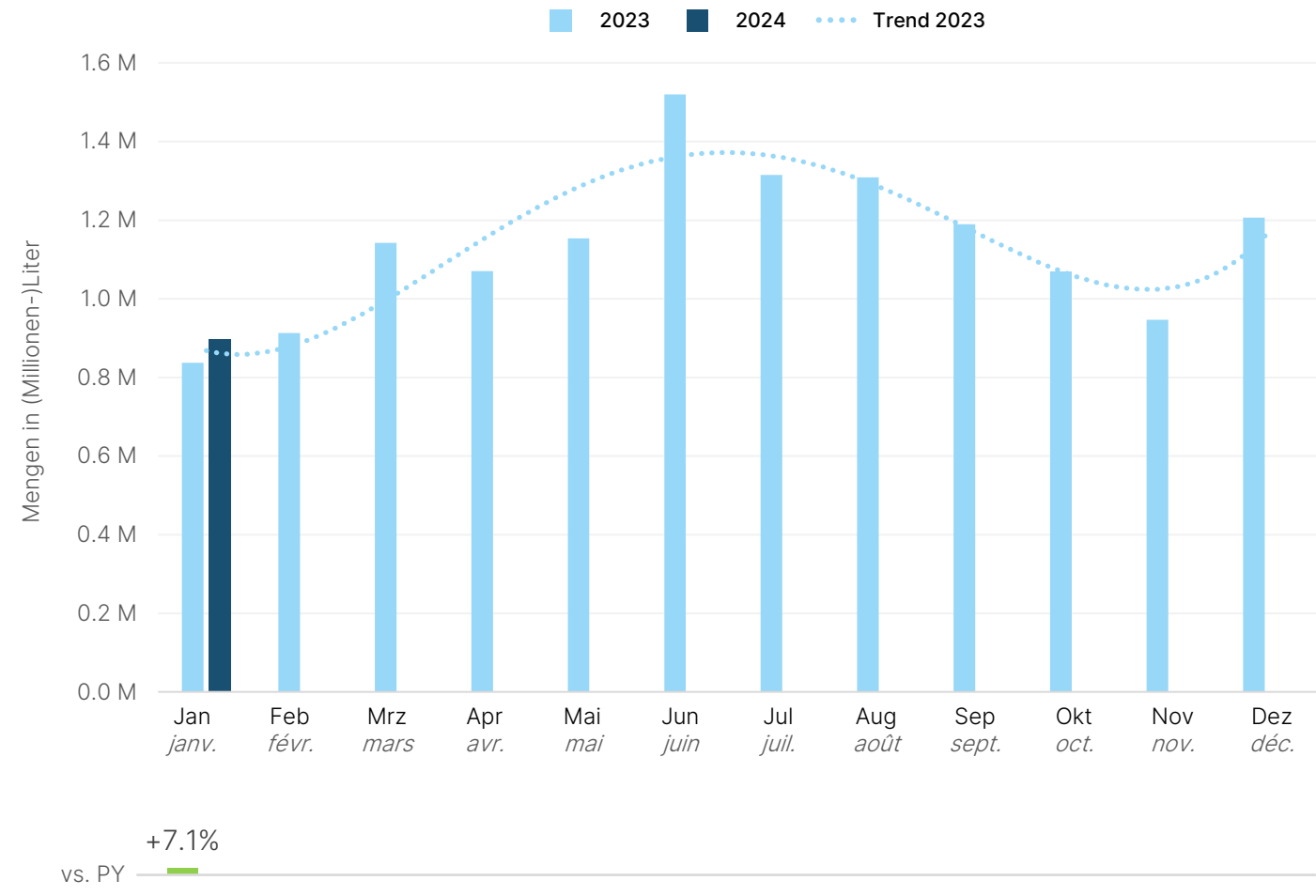


A photograph of a beverage specialty store, likely a beer or wine shop. The store has high ceilings with exposed pipes and fluorescent lighting. In the foreground, there are tall metal shelving units filled with various bottles of beer. A refrigerated display case with a glass door is visible, containing more bottles. In the background, there are more shelves, a large window, and a television screen displaying a colorful image. A banner with the word "RAVAP" is hanging from the ceiling. The overall atmosphere is that of a well-stocked, modern specialty store.

Getränke-Fachmärkte

Entwicklung Getränke-Fachmärkte pro Monat

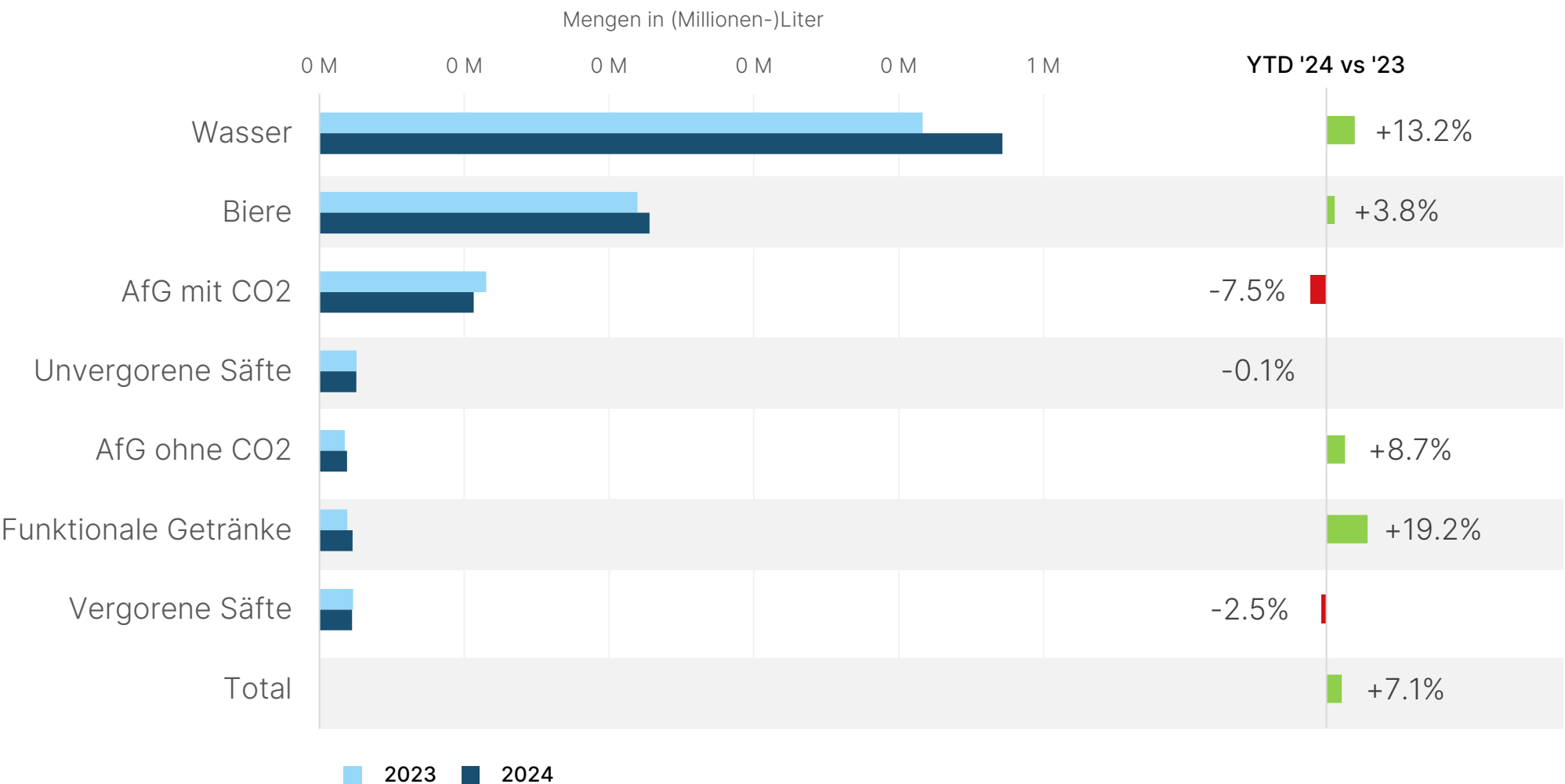
Januar 2024 / 2024



Januar '24 vs '23:
+7.1% ▲

Entwicklung Getränke-Fachmärkte pro Kategorie

Januar 2024 / 2024

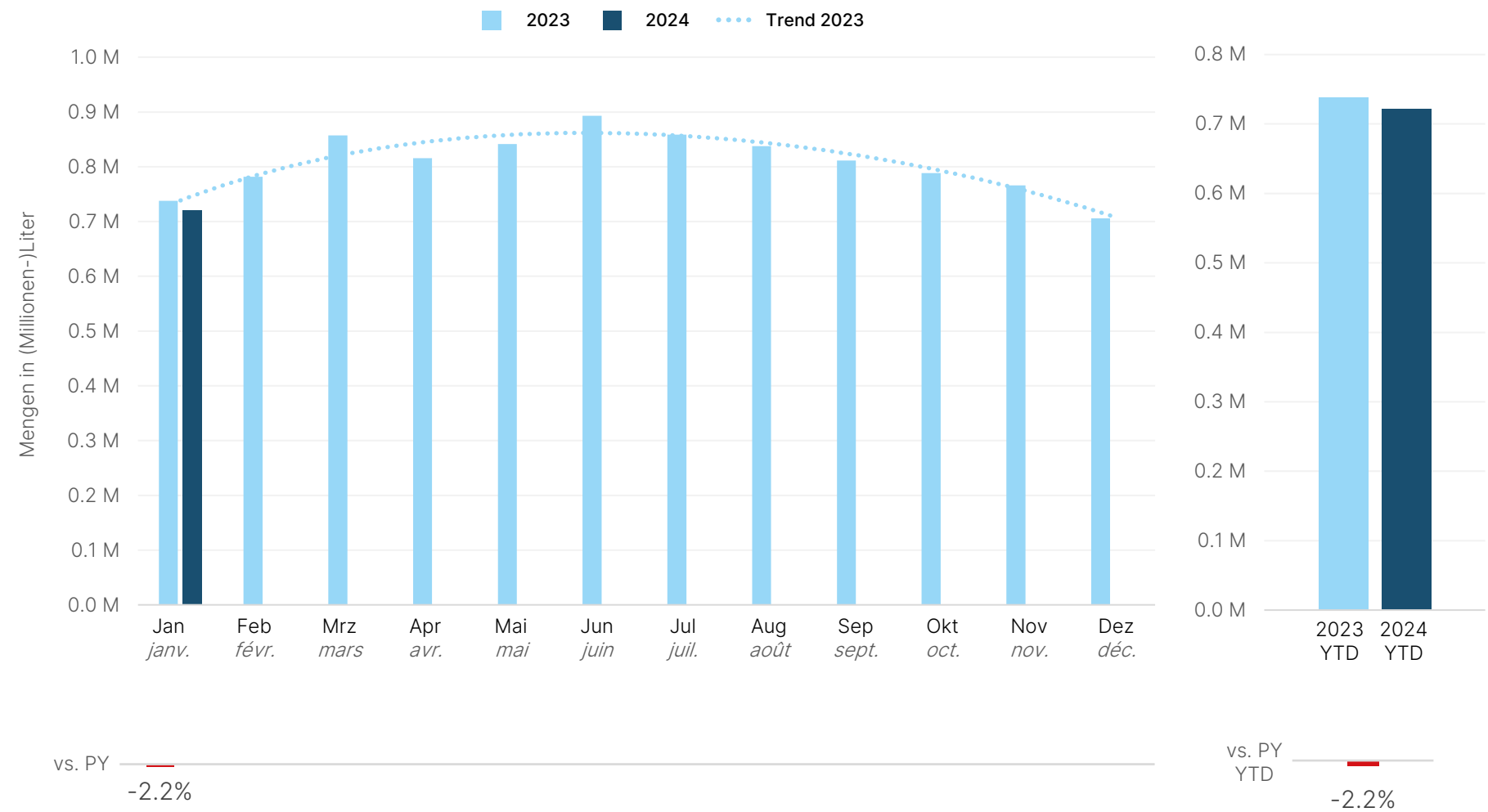


Gesundheitswesen



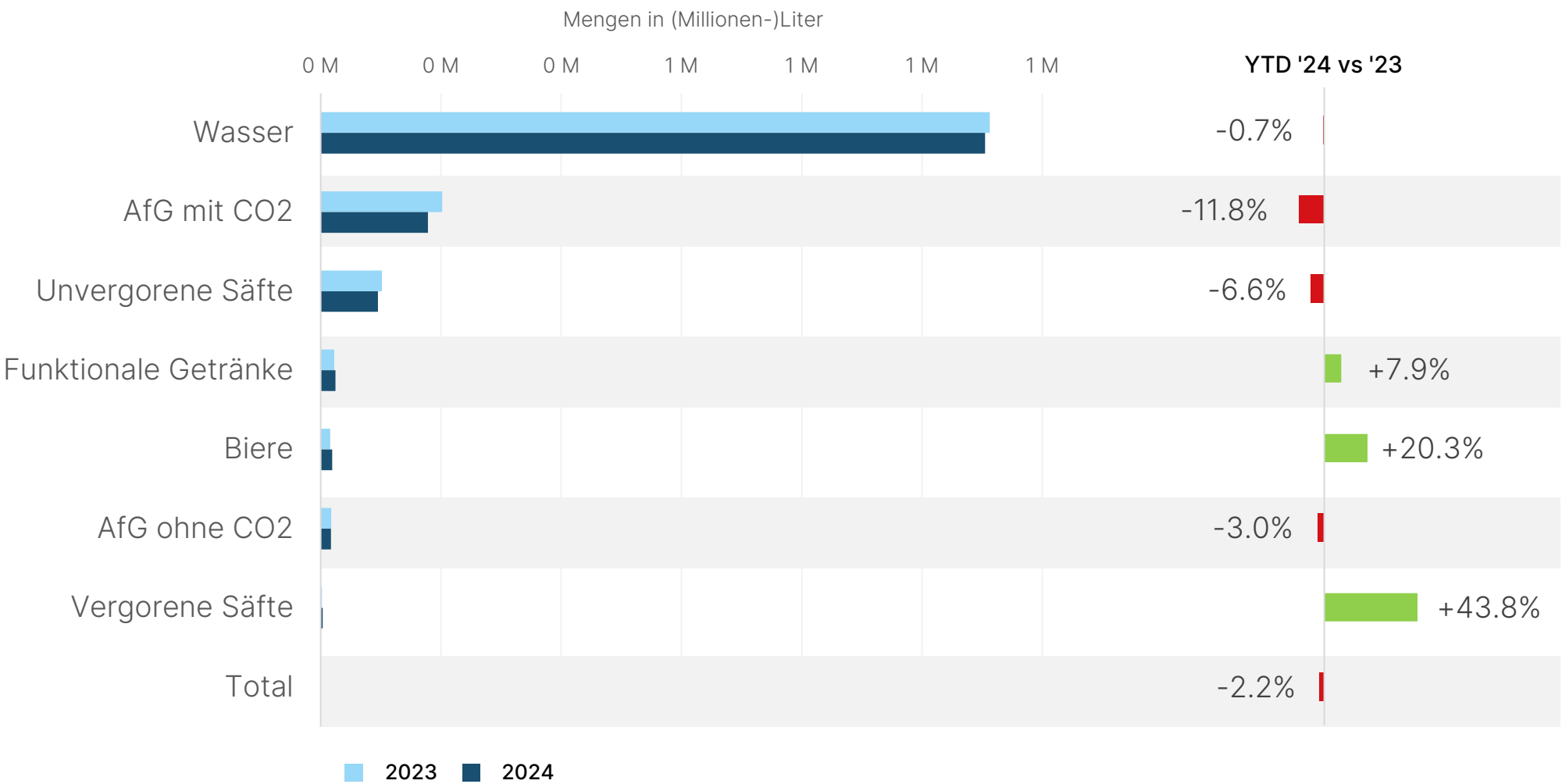
Entwicklung Gesundheitswesen pro Monat

Januar 2024 / 2024



Entwicklung Gesundheitswesen pro Kategorie

Januar 2024 / 2024

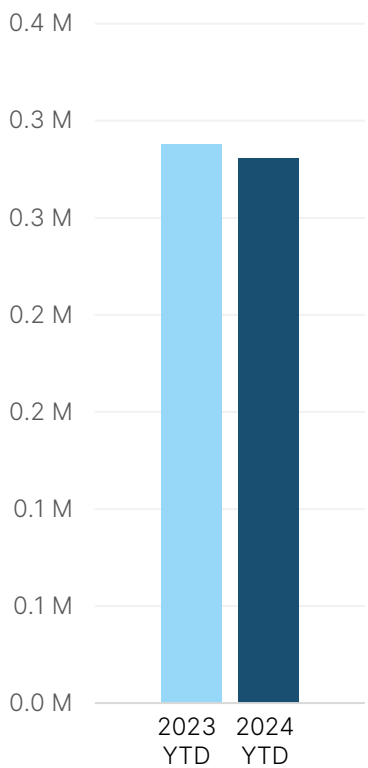
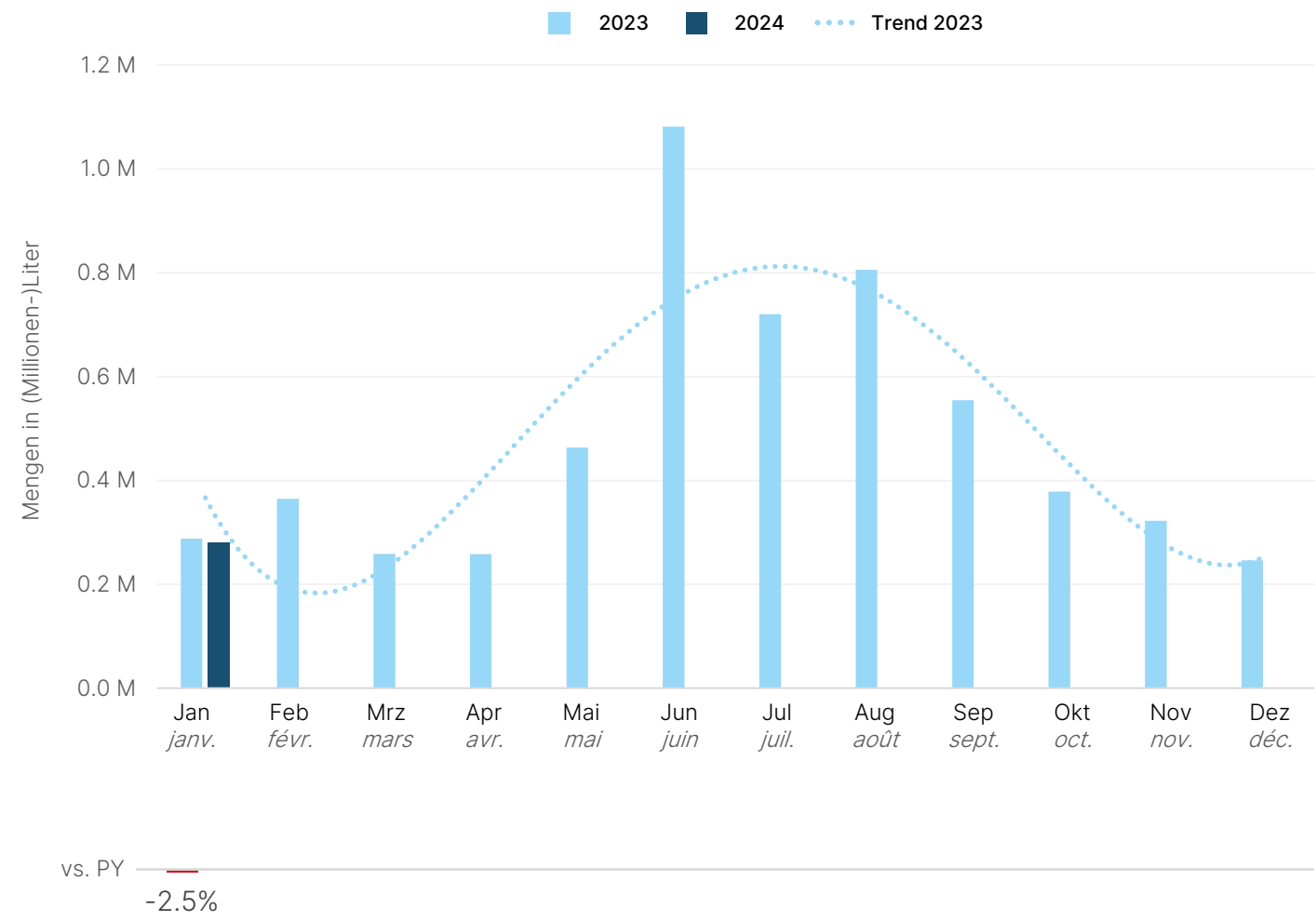


The background of the slide is a photograph of a crowd at a festival or concert. Many people's hands are raised in the air, some holding up smartphones to capture photos or videos. A hand in the upper center holds a glowing beer bottle. The scene is dimly lit, with warm, out-of-focus lights creating a bokeh effect in the lower half. A dark blue horizontal band is superimposed over the middle of the image, serving as a backdrop for the title text.

Feste & Events

Entwicklung Feste & Events pro Monat

Januar 2024 / 2024

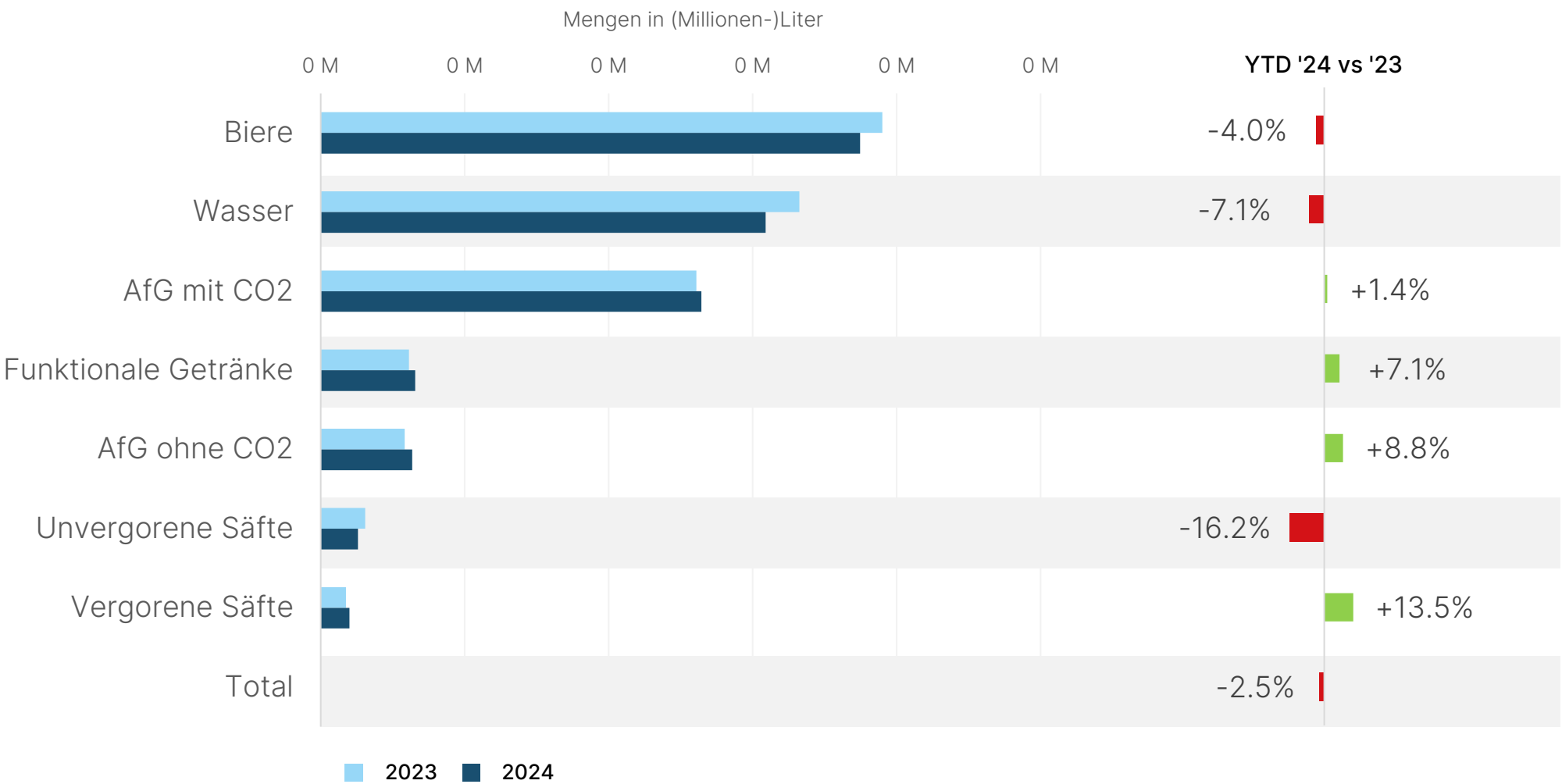


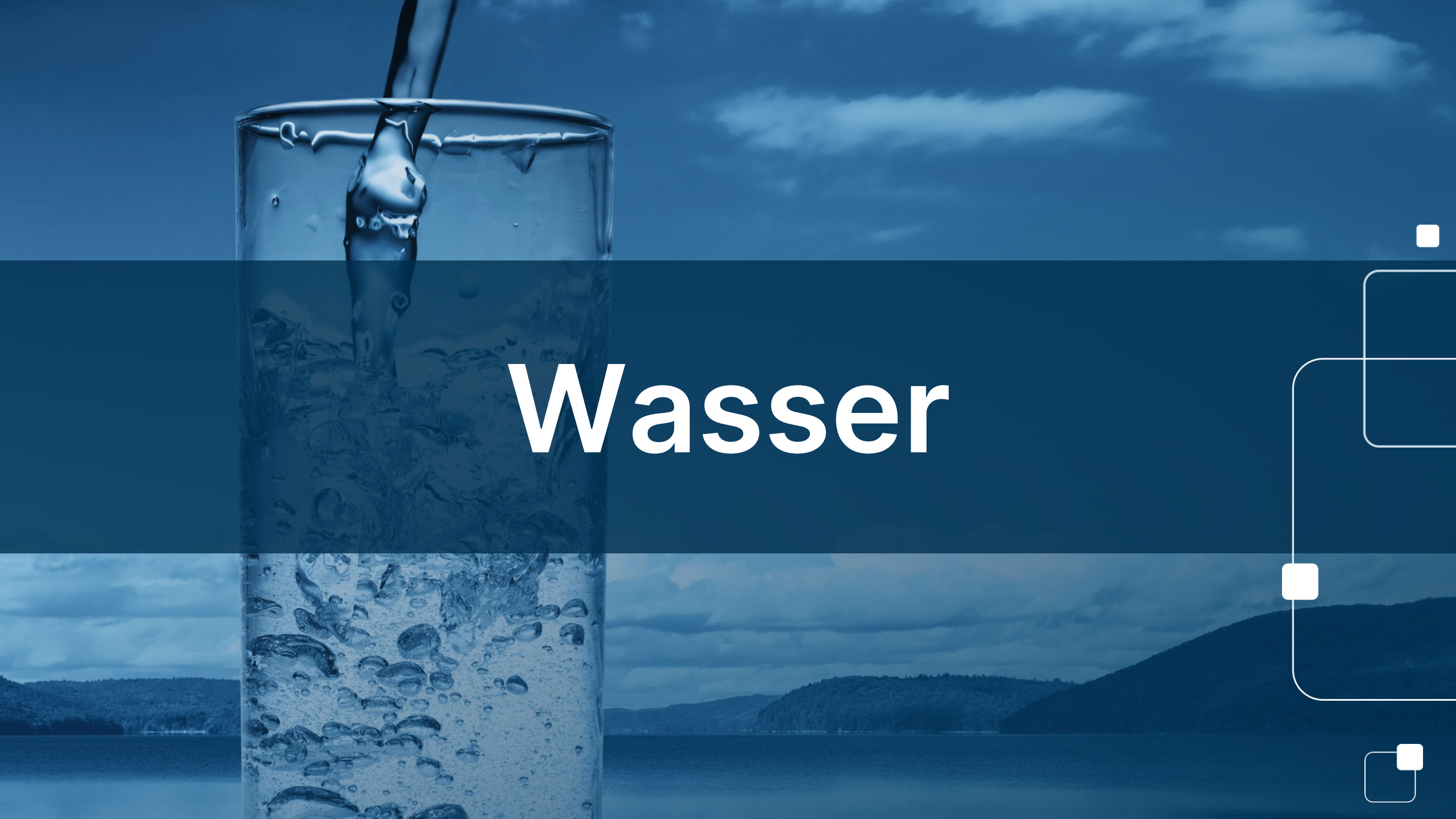
Januar '24 vs '23:
-2.5% ▼

vs. PY YTD -2.5%

Entwicklung Feste & Events pro Kategorie

Januar 2024 / 2024

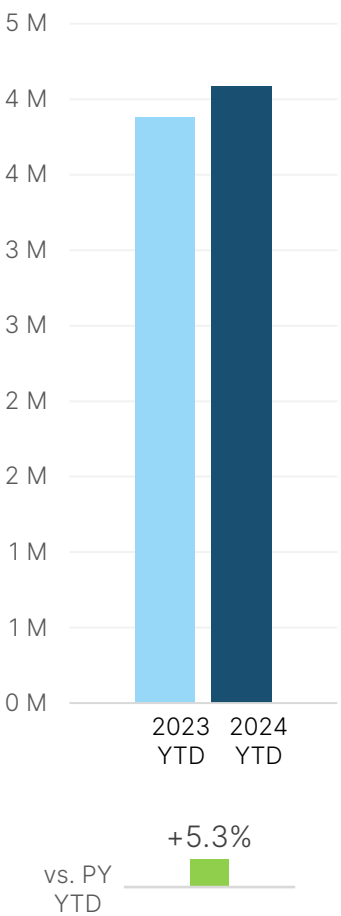
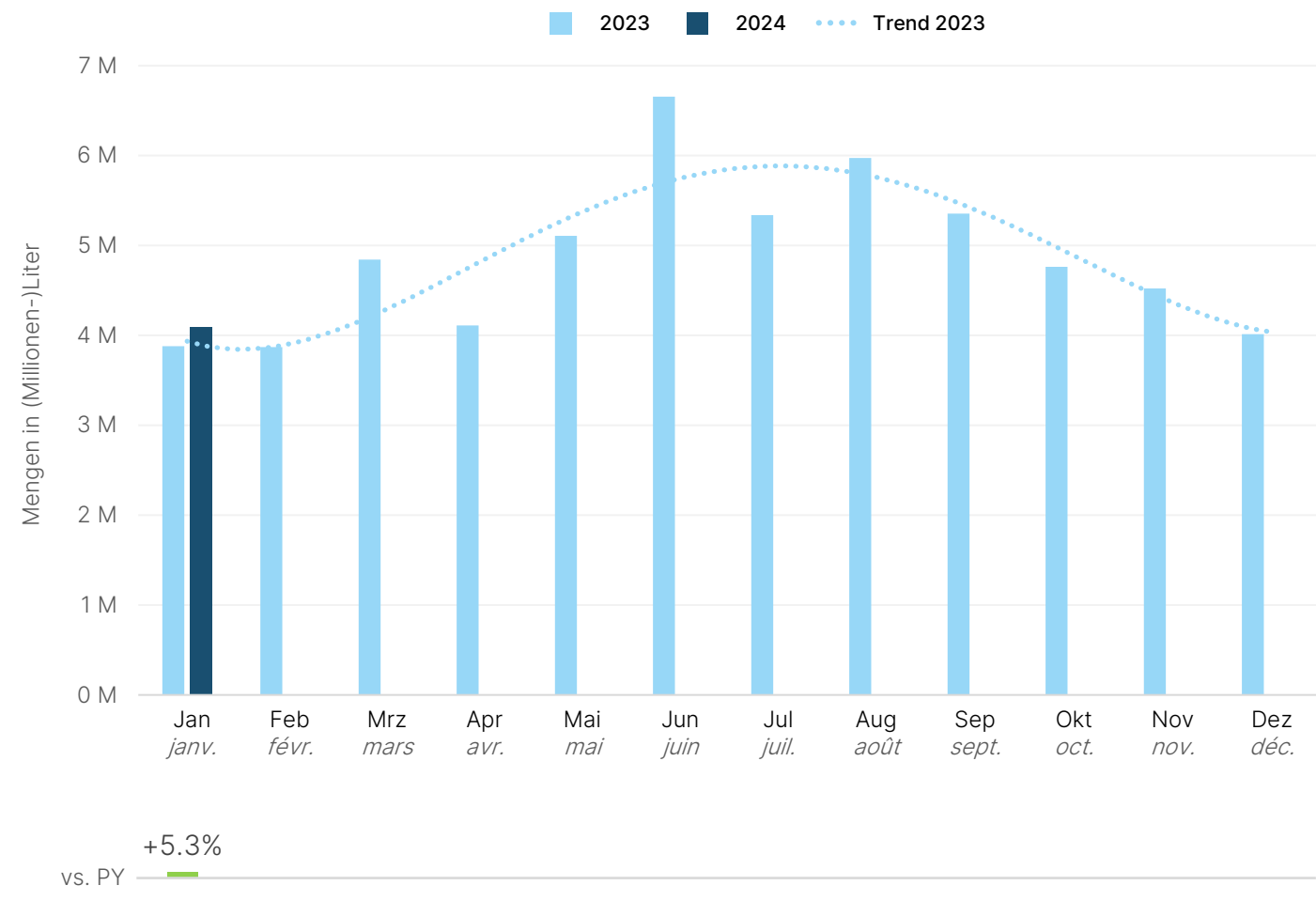


The image features a central glass of water with a dynamic splash, set against a blue-toned background of a lake and mountains. A dark blue horizontal band across the middle contains the word 'Wasser' in white. On the right, there is a white line-art graphic consisting of a vertical line with three squares and a horizontal line branching off to the right.

Wasser

Entwicklung Wasser pro Monat

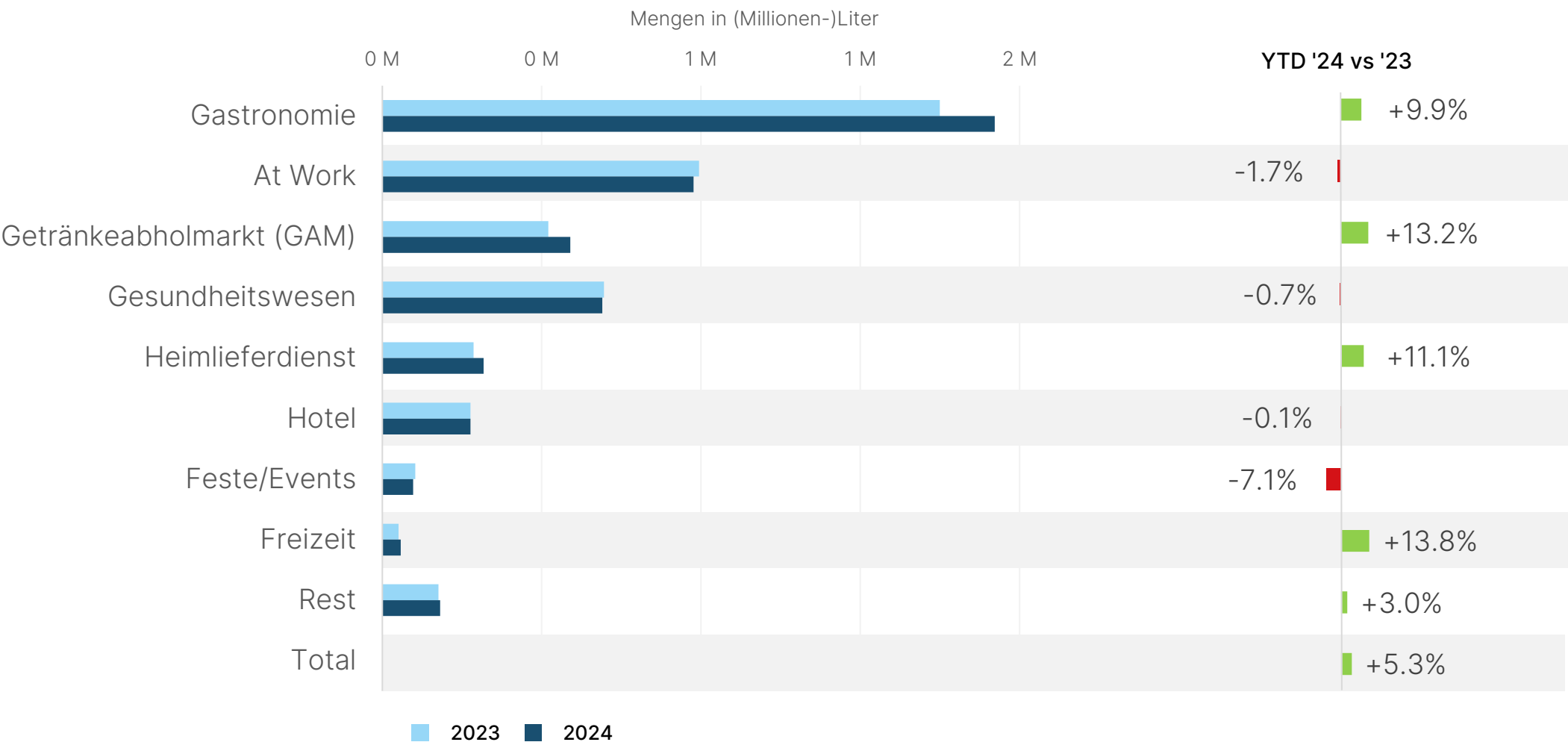
Januar 2024 / 2024



Januar '24 vs '23:
+5.3% ▲

Entwicklung Wasser pro Kanal

Januar 2024 / 2024

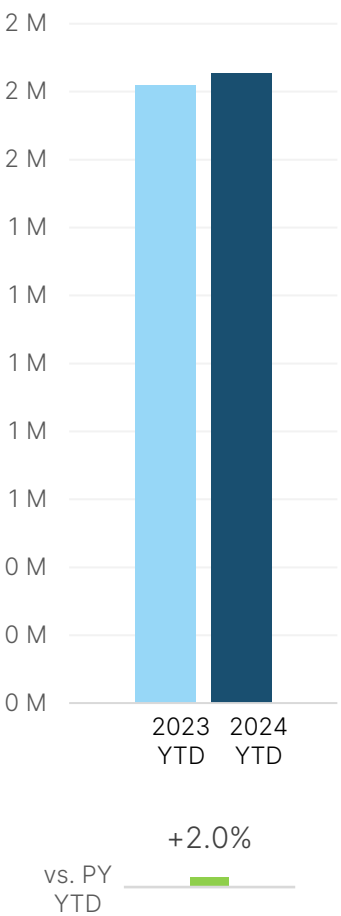
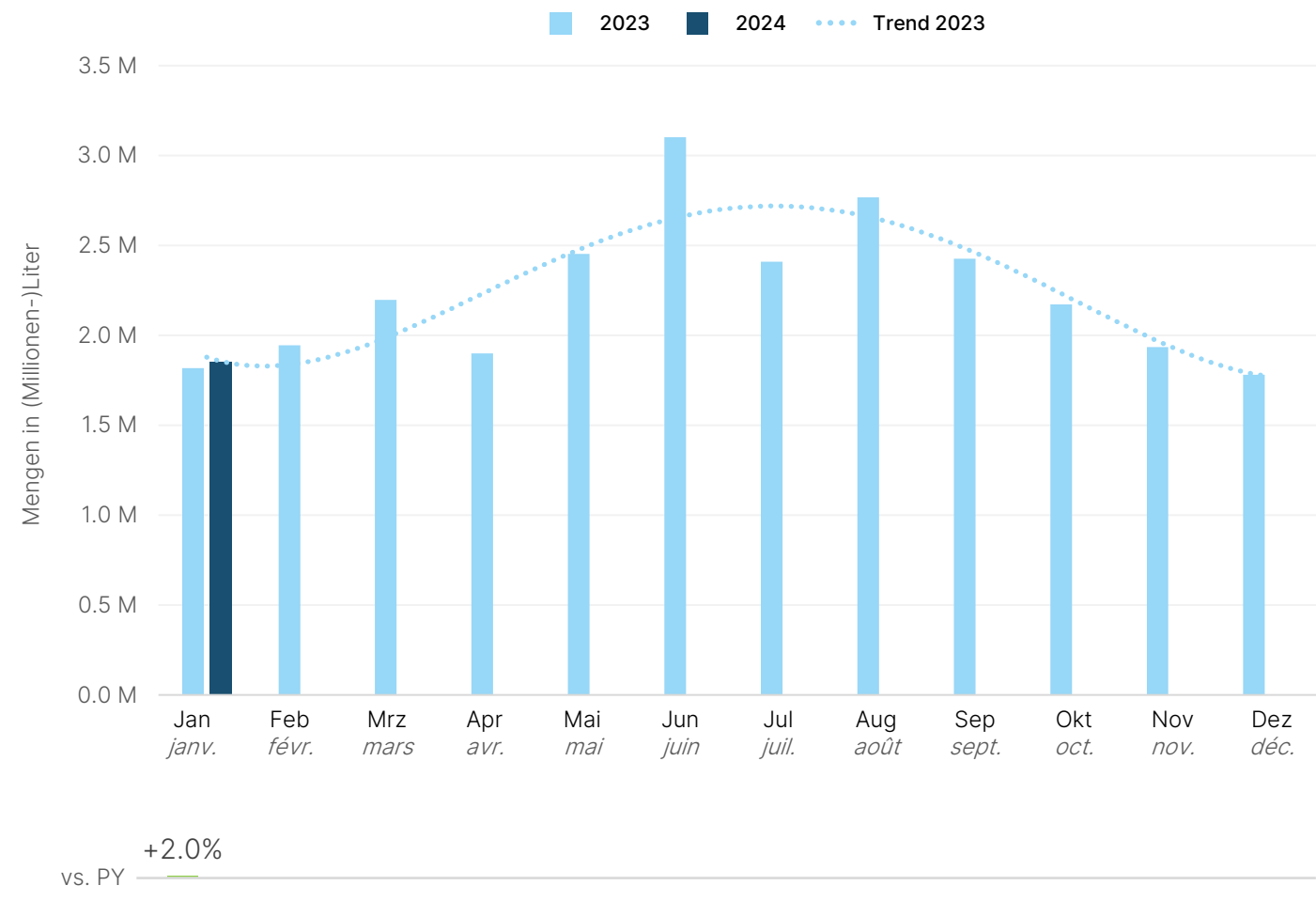


A close-up photograph of three glasses filled with various sweet beverages. The glass in the foreground is a textured tumbler containing a clear liquid, ice cubes, and a sprig of fresh mint. Behind it, to the left, is a glass with a red liquid, ice, and strawberries. To the right is a glass with a yellow liquid, ice, and lemon slices. The background is dark and out of focus. A semi-transparent dark blue horizontal band spans the middle of the image, serving as a background for the title text. On the right side of the image, there are white geometric design elements: a small square at the top, a line with a square at the bottom, and a square at the very bottom right.

Süßgetränke

Entwicklung Süssgetränke pro Monat

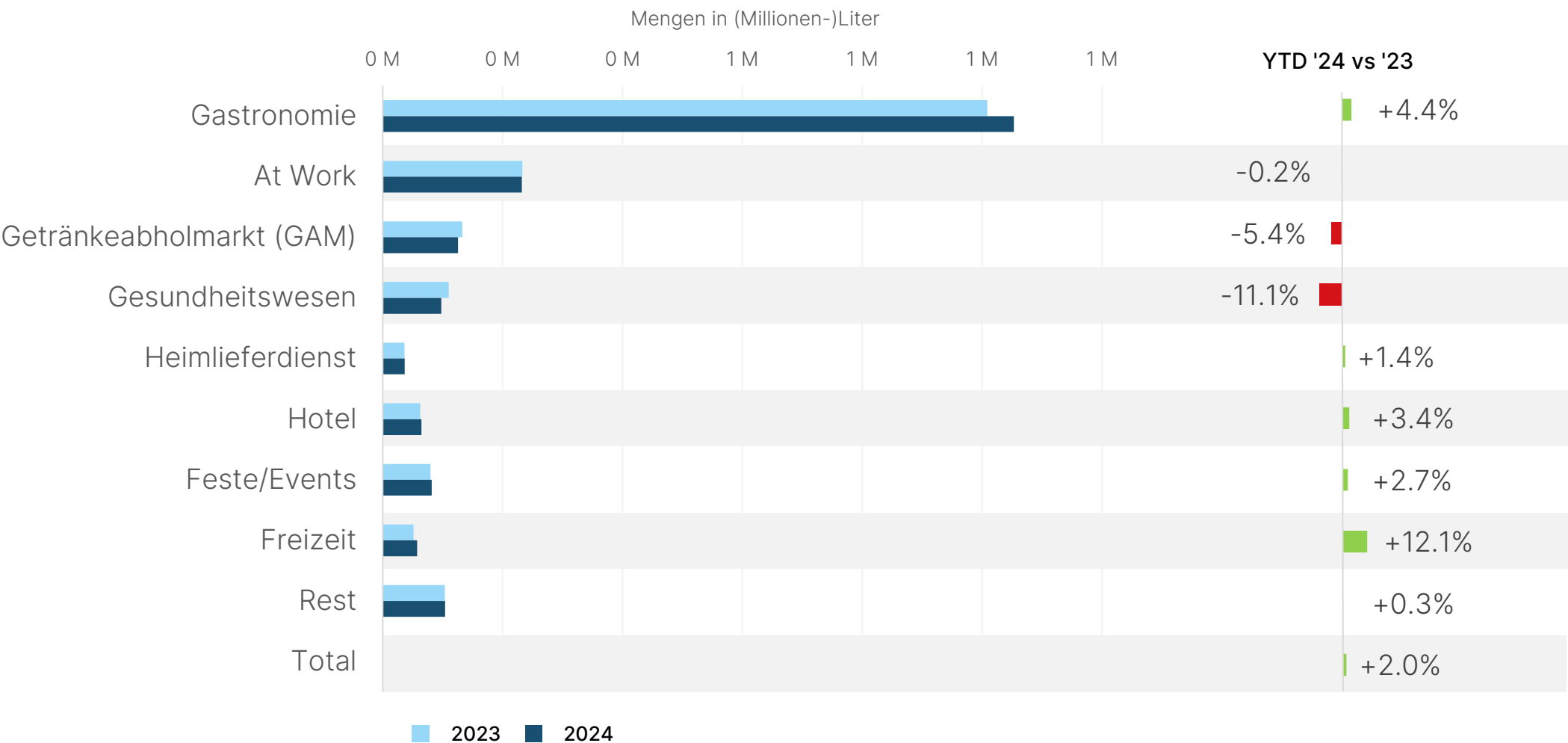
Januar 2024 / 2024



Januar '24 vs '23:
+2.0% ▲

Entwicklung Süssgetränke pro Kanal

Januar 2024 / 2024

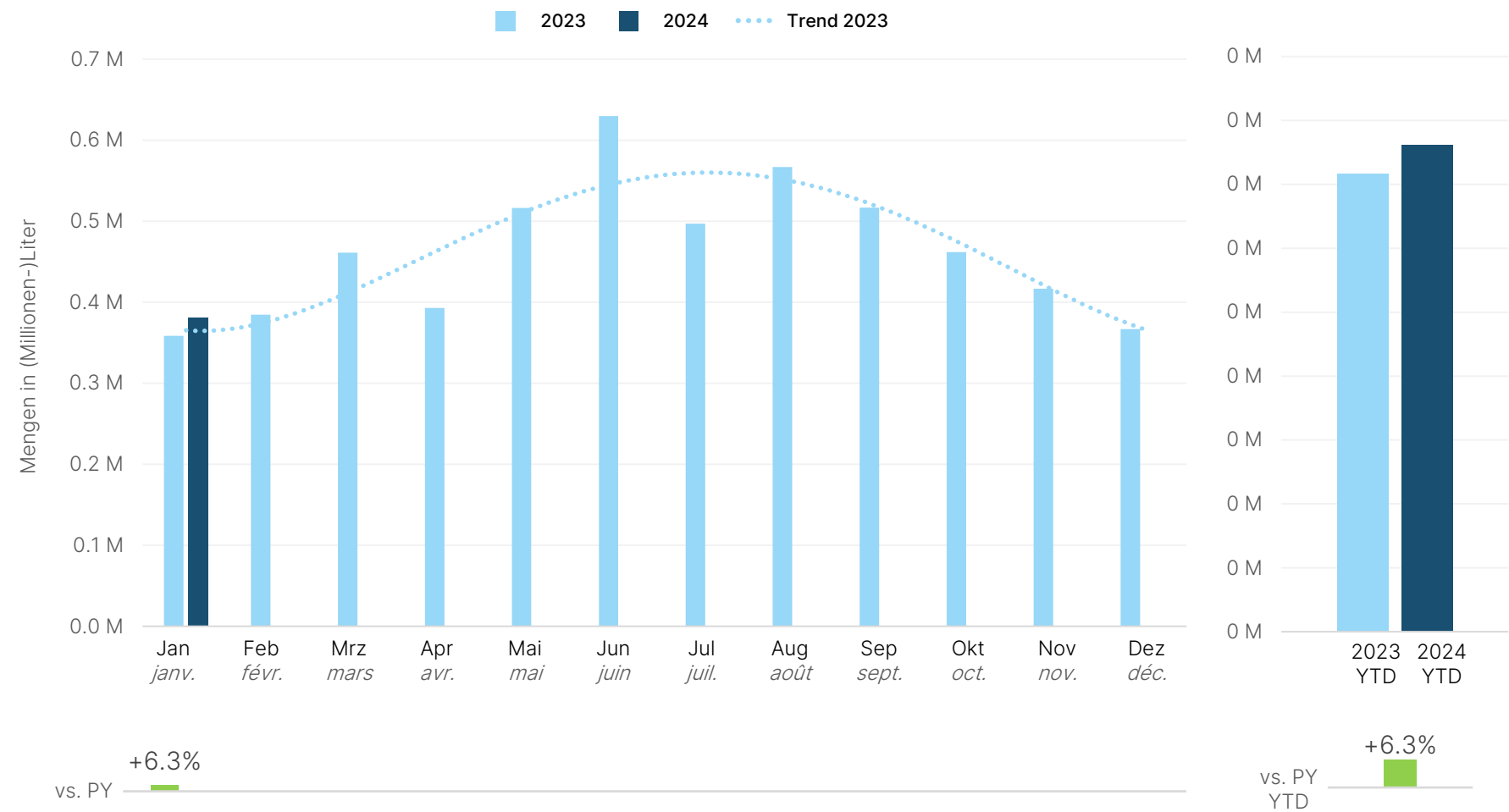


Unvergorene Säfte



Entwicklung Unvergorene Säfte pro Monat

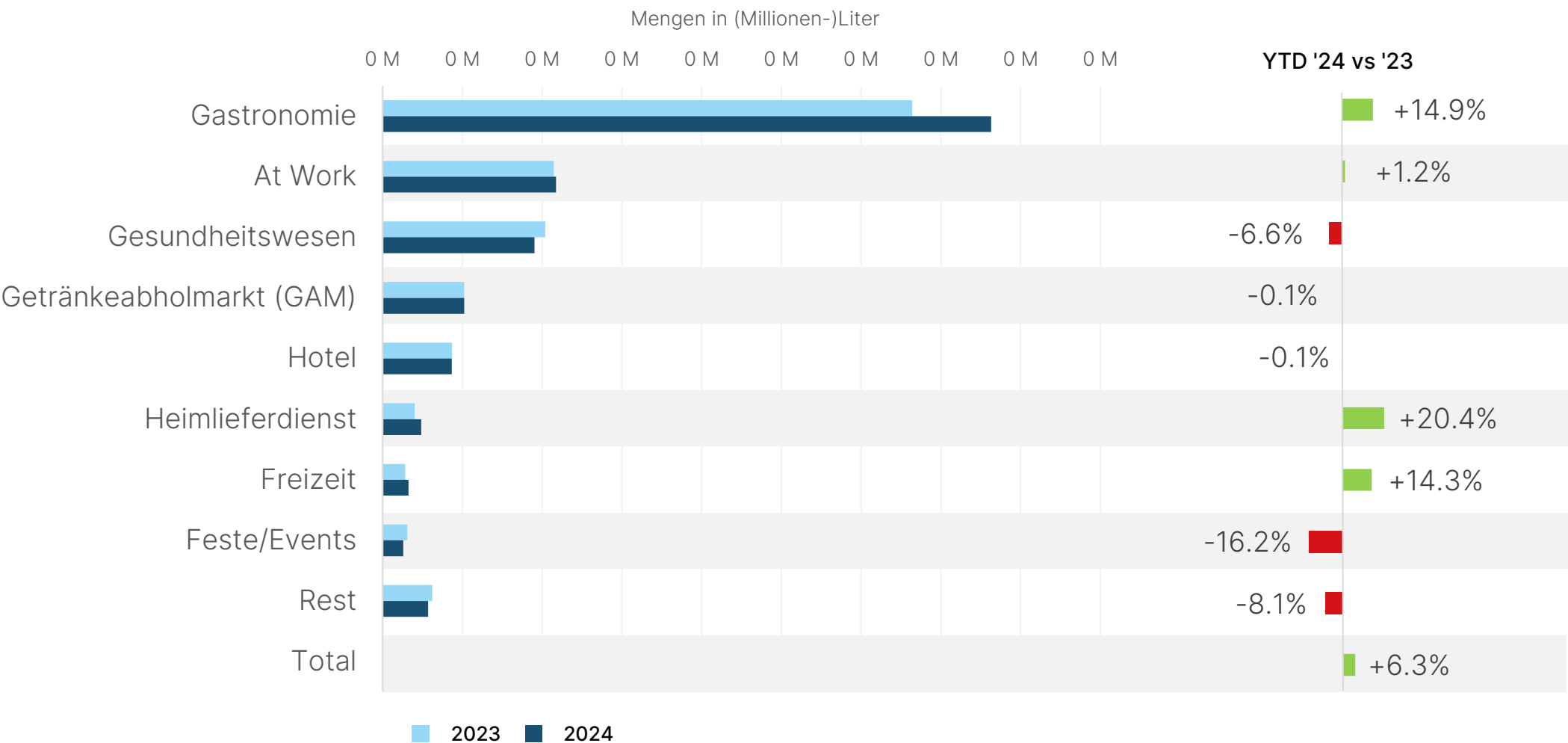
Januar 2024 / 2024



Januar '24 vs '23:
+6.3% ▲

Entwicklung Unvergorene Säfte pro Kanal

Januar 2024 / 2024

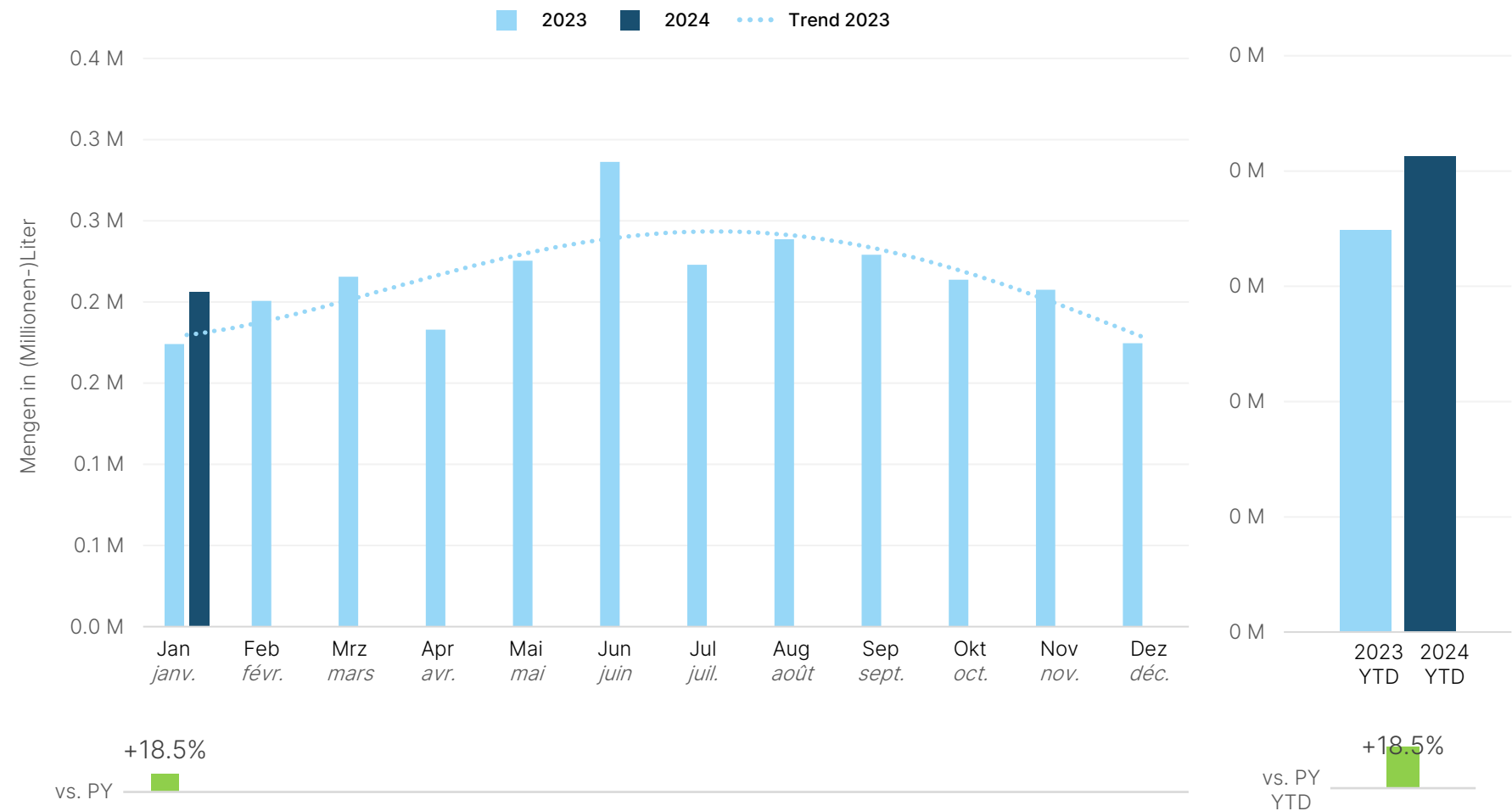


A woman with curly hair is drinking from a red sports bottle. In the background, a man is also drinking from a yellow sports bottle. The image has a blue overlay with the text 'Funktionale Getränke'.

Funktionale Getränke

Entwicklung Funktionale Getränke pro Monat

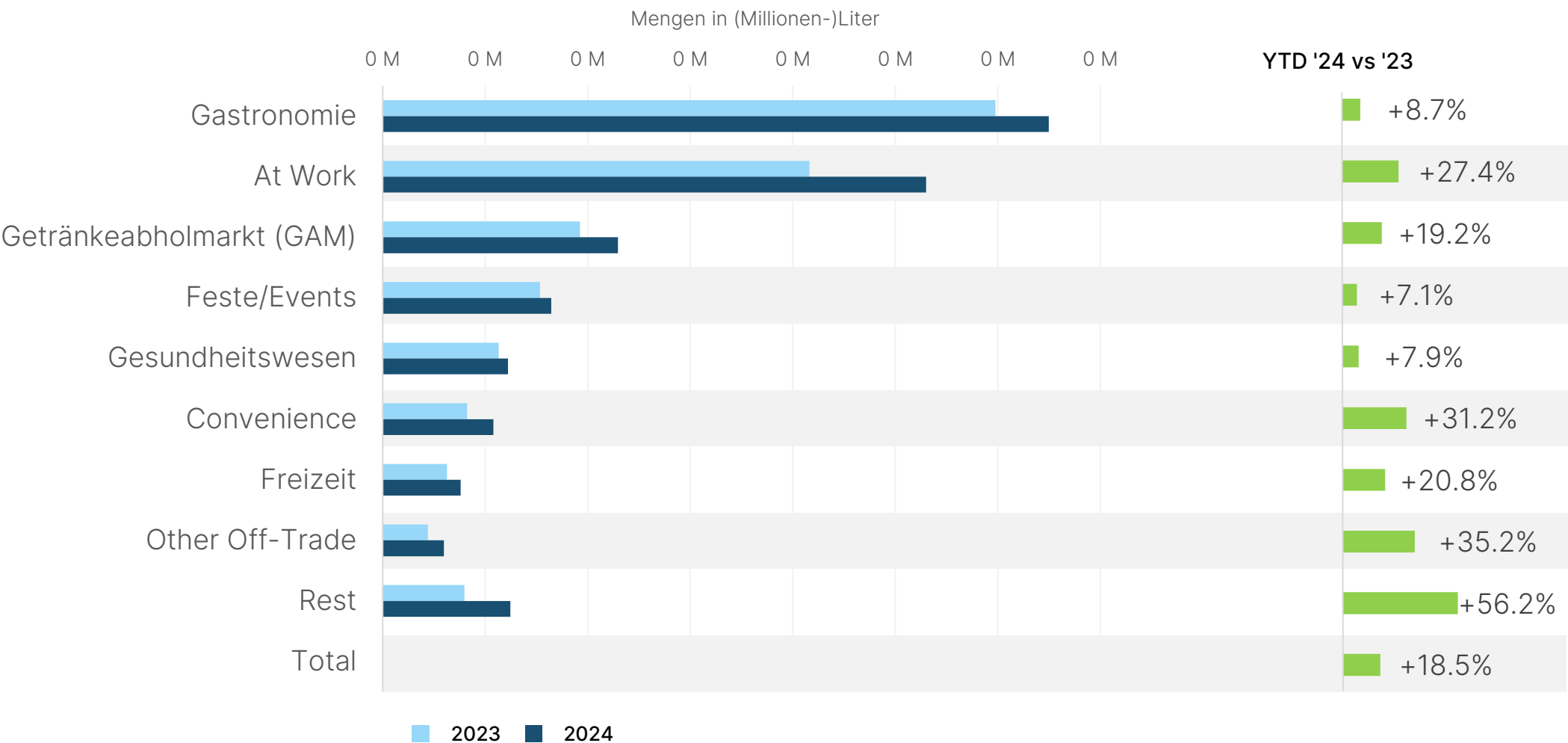
Januar 2024 / 2024



Januar '24 vs '23:
+18.5% ▲

Entwicklung Funktionale Getränke pro Kanal

Januar 2024 / 2024

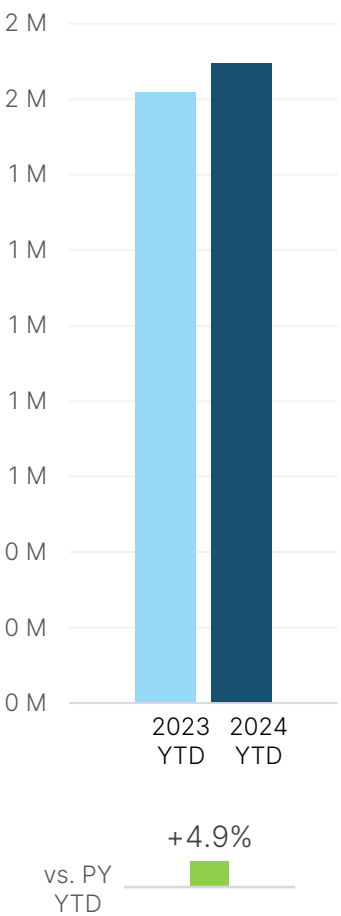
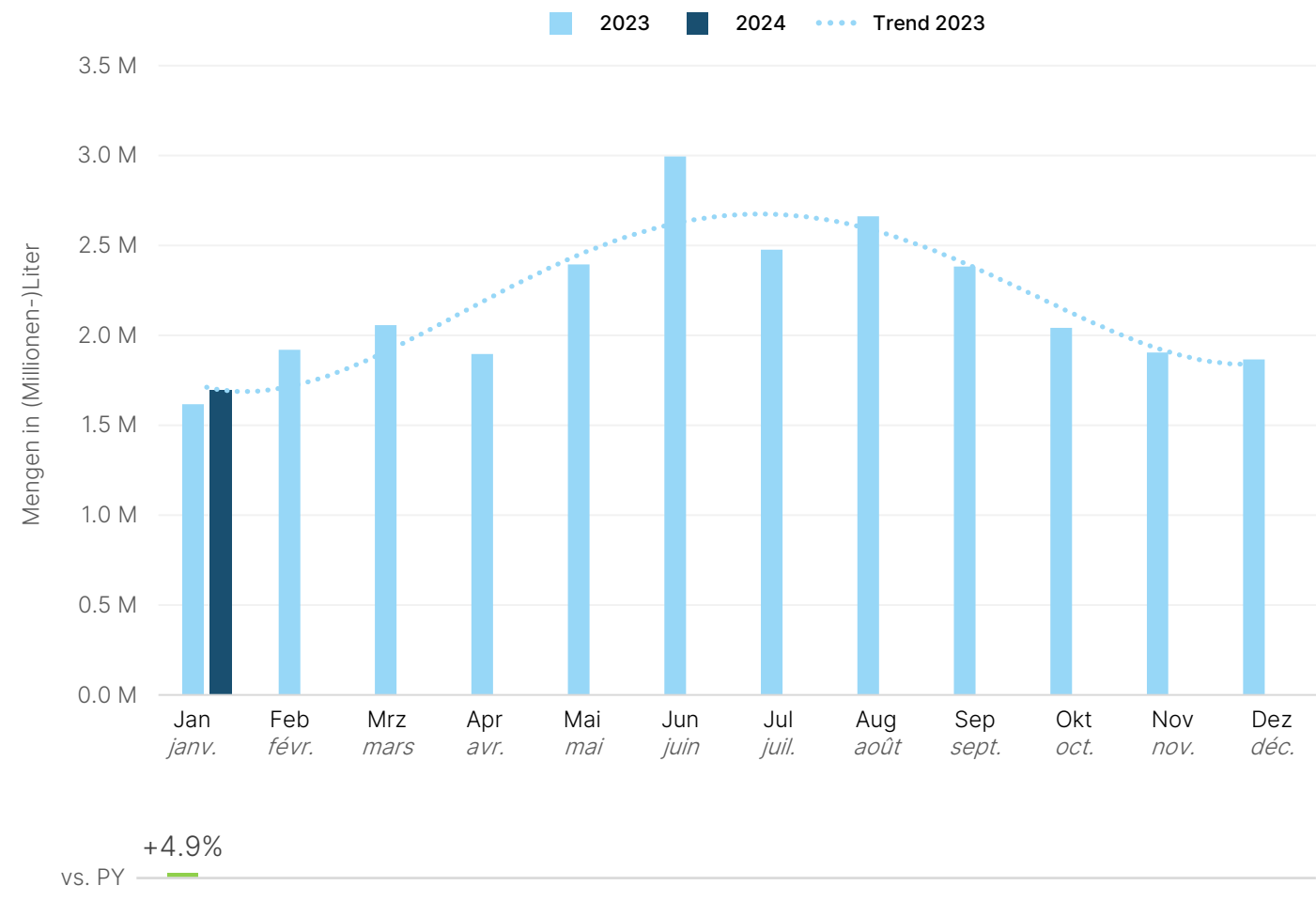


A photograph of four glasses of beer with thick white foam, arranged on a wooden surface. In the background, there is a bowl of mixed snacks including nuts and pretzels. The scene is lit with warm, natural light. A dark blue semi-transparent banner is overlaid across the middle of the image, featuring the word 'Bier' in white text. On the right side of the banner, there is a white line-art graphic consisting of a vertical line with three horizontal branches, each ending in a small white square.

Bier

Entwicklung Bier pro Monat

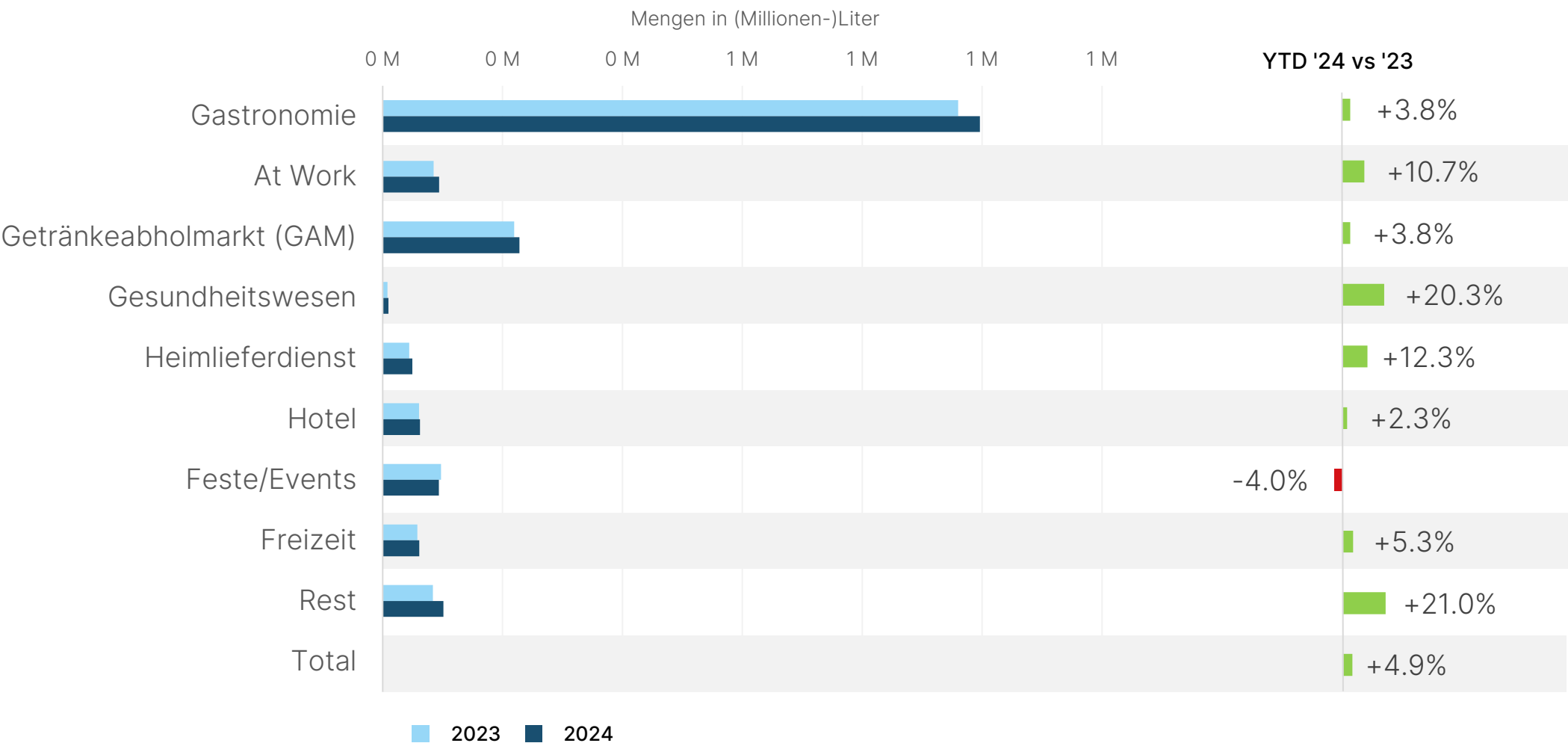
Januar 2024 / 2024



Januar '24 vs '23:
+4.9% ▲

Entwicklung Bier pro Kanal

Januar 2024 / 2024

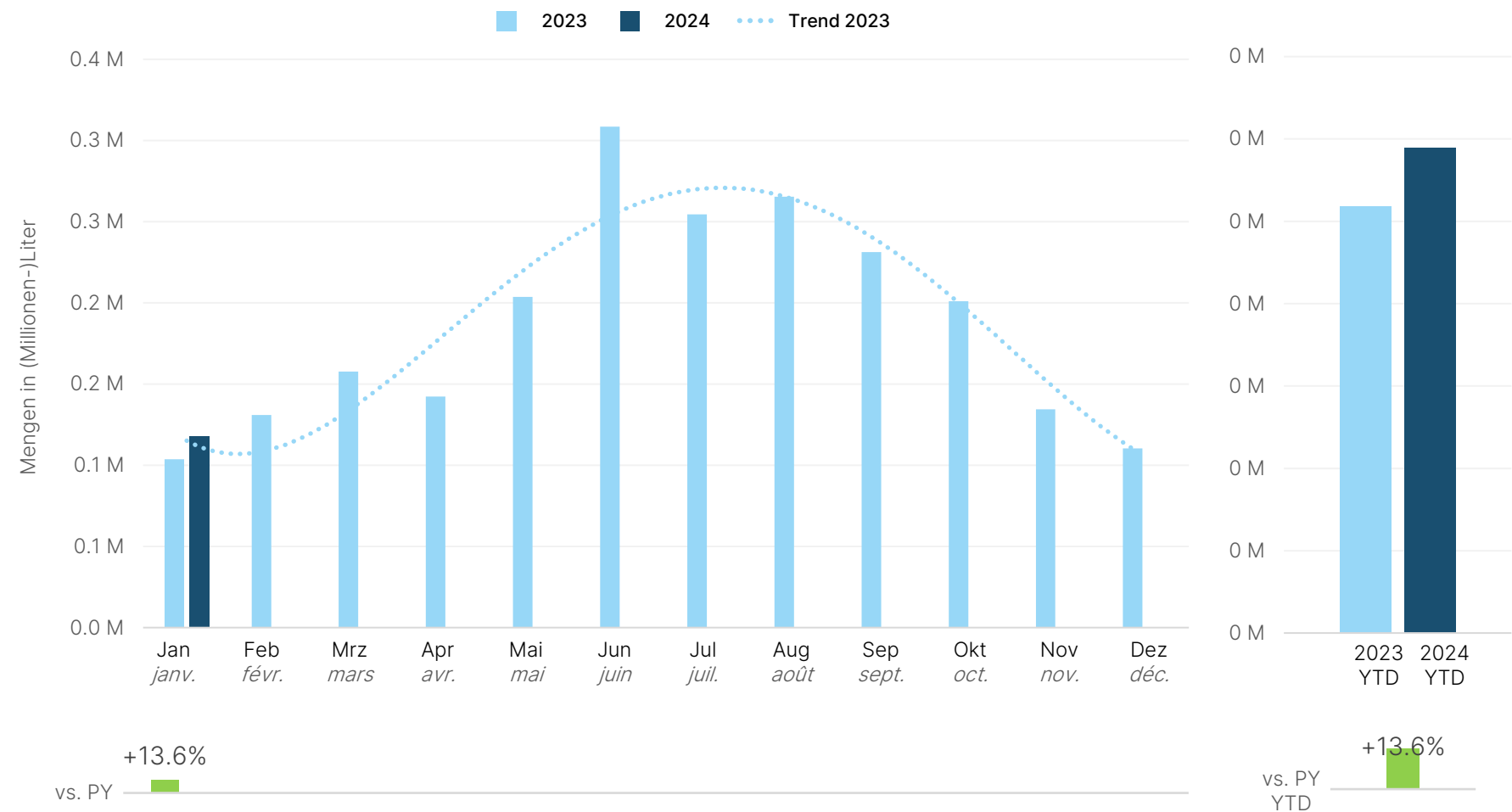


Vergorene Säfte



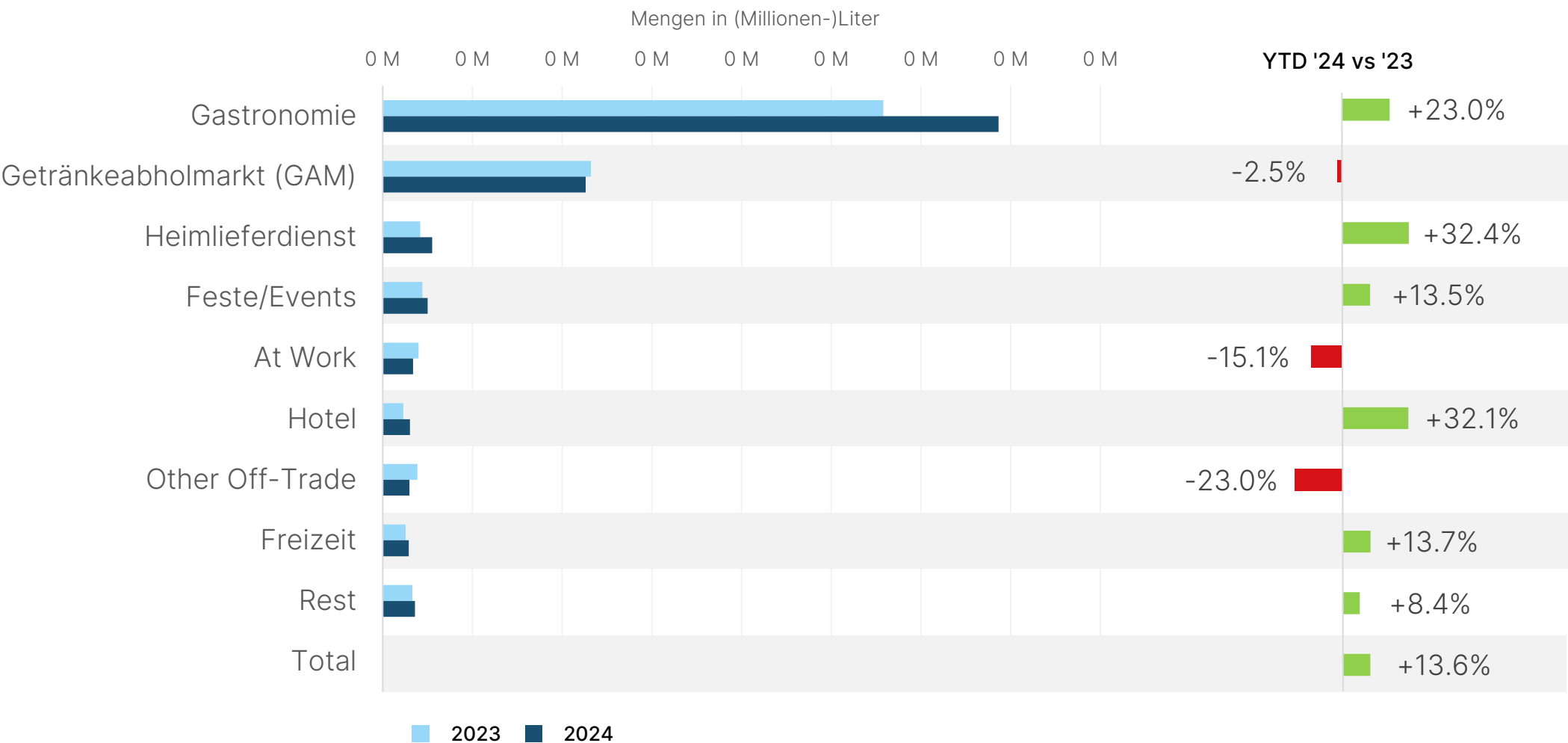
Entwicklung Vergorene Säfte pro Monat

Januar 2024 / 2024



Entwicklung Vergorene Säfte pro Kanal

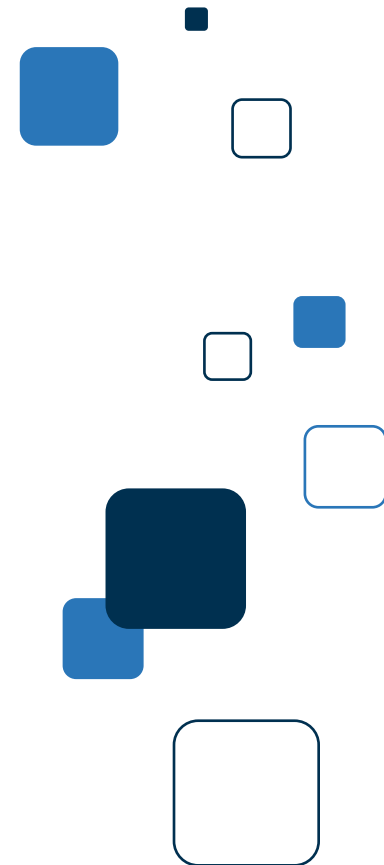
Januar 2024 / 2024



Ihr Verbündeter in Sachen Digitalisierung



info@digitaldrink.ch • www.digitaldrink.ch



Datenquelle

Dieser Report basiert auf aggregierten Absatzdaten, welche die teilnehmenden Getränkegrossisten der DIGITALDRINK AG monatlich zu einer Vielzahl von Produkten / Produzenten zur Verfügung stellen.

Teilnehmende Unternehmen: [Grossisten](#) | [Produzenten](#)

Übersicht und Definition: [Vertriebskanäle](#) | [Produkte-Kategorien](#)

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