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Switzerland’s beer market grew 0.8% after nonalcoholic beer sales jumped 15.0%

Imports rose 4.4%, with Swiss breweries supplying 0.3% less beer to the domestic market

Thursday, November 26, 2026



Switzerland’s beer market returned to growth in the beer year that ran from October 1, 2025, to September 30, 2026, as demand for nonalcoholic beer rose sharply and imports increased, according to data released by the Swiss Brewers Association on

Wednesday, November 25.

The industry group said the total Swiss beer market, including nonalcoholic beer, reached 4,760,487 hectoliters in 2025/26. That was an increase of 36,127 hectoliters, or 0.8%, from the same period a year earlier. The gain followed a 1.8% decline in 2024/25.

The strongest growth came from nonalcoholic beer. Sales volume in that category rose to 406,284 hectoliters, up 52,977 hectoliters from 2024/25. The association said that represented a 15.0% increase. As a result, nonalcoholic beer’s share of the Swiss beer market climbed to 8.5% from 7.5%, a gain of one percentage point.

At the same time, alcoholic beer moved in the opposite direction. The association said beer containing alcohol declined by 0.4% over the same period. That shift meant overall market growth came despite weaker demand for traditional beer.

Trade also played a larger role in the Swiss market. Beer imports rose to 1,082,112 hectoliters in 2025/26, an increase of 45,897 hectoliters, or 4.4%, from the previous beer year. By contrast, the volume supplied to the market by Swiss breweries slipped to 3,678,375 hectoliters, down 9,771 hectoliters, or 0.3%.

The figures point to two changes in the Swiss market at the same time: more consumers are choosing nonalcoholic beer, and a larger share of beer sold in the country is coming from foreign suppliers. Even though the total market grew, Swiss breweries’ domestic supply did not keep pace with that expansion.

The data published by the association measure market volume rather than sales revenue. That means they show how much beer was sold or supplied in hectoliters, not how much money breweries or importers made. The group also noted that supply from Swiss breweries does not necessarily equal total production, because those figures do not automatically include exports.

The Swiss Brewers Association is a sector organization, and the figures came from its own market statement. Its published percentage changes were rounded, while the absolute changes were calculated from the table in the release. Even with those

technical limits, the direction of the market was clear in 2025/26: nonalcoholic beer expanded much faster than the overall market, imports rose, and domestic supply by Swiss brewers edged lower.

The increase in nonalcoholic beer was especially notable because it accounted for more than the total net growth of the beer market. The category added 52,977 hectoliters, while the entire market expanded by 36,127 hectoliters. That means growth in nonalcoholic beer offset declines elsewhere, including the drop in alcoholic beer and the slight contraction in Swiss breweries’ domestic supply.

For Swiss brewers, that creates a mixed picture. The market as a whole stopped shrinking, but the recovery did not come from the traditional core of the industry. Instead, it came from a category that has been gaining space in many European markets and from stronger imports into Switzerland.