



**Euromonitor
International**

Cafés/Bars in Switzerland

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

A stagnant performance for cafés/bars due to consumers lowering their out-of-home discretionary spending
The majority of cafés/bars remain independently owned in Switzerland
Consumers increasingly seek value for money, while operators implement small yet effective promotional strategies

PROSPECTS AND OPPORTUNITIES

Challenges will continue to face bars and pubs, while cafés will fare better
Digital developments will continue to enhance the customer experience
Sustainability trends will revolve around the origins of coffee

CATEGORY DATA

Table 1 - Cafés/Bars by Category: Units/Outlets 2019-2024
Table 2 - Sales in Cafés/Bars by Category: Number of Transactions 2019-2024
Table 3 - Sales in Cafés/Bars by Category: Foodservice Value 2019-2024
Table 4 - Cafés/Bars by Category: % Units/Outlets Growth 2019-2024
Table 5 - Sales in Cafés/Bars by Category: % Transaction Growth 2019-2024
Table 6 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2019-2024
Table 7 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2020-2024
Table 8 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2021-2024
Table 9 - Forecast Cafés/Bars by Category: Units/Outlets 2024-2029
Table 10 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2024-2029
Table 11 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2024-2029
Table 12 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2024-2029
Table 13 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2024-2029
Table 14 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2024-2029

Consumer Foodservice in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2024: The big picture
2024 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2019-2024
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2019-2024
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2024
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2019-2024
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2019-2024
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2024
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2019-2024
Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2019-2024
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2024
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2024
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2024
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2024-2029
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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