



**Euromonitor
International**

Retail in Switzerland

April 2025

Table of Contents

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Retailers focus on making improvements to increase their appeal

Migros and Coop remain on top

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Christmas

Easter

MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 3 - Sales in Retail Offline by Channel: Value 2019-2024

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 5 - Retail Offline Outlets by Channel: Units 2019-2024

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 7 - Sales in Retail E-Commerce by Product: Value 2019-2024

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 11 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 13 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 21 - Retail GBO Company Shares: % Value 2020-2024

Table 22 - Retail GBN Brand Shares: % Value 2021-2024

Table 23 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 24 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 25 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 28 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 36 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 38 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience stores benefit from accessibility and longer opening hours

Valora extends its lead as it invests in innovation and expanding its outlet network

A tough year for forecourt retailers as consumers look to cut costs

PROSPECTS AND OPPORTUNITIES

Mixed fortunes projected for convenience retailers

Valora likely to play a big role in the future of the category

Brand image likely to remain important

CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 56 - Sales in Convenience Retailers by Channel: Value 2019-2024

Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2019-2024

Table 58 - Convenience Retailers GBO Company Shares: % Value 2020-2024

Table 59 - Convenience Retailers GBN Brand Shares: % Value 2021-2024

Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2021-2024

Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2024-2029

Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

Supermarkets in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

A tough year for supermarkets as consumers look for savings
Coop leads thanks to large store network and strong portfolio of products
Smaller chains face strong competition from other channels

PROSPECTS AND OPPORTUNITIES

Supermarkets set to return to growth as the economy picks up
Migros and Coop likely to remain on top
E-commerce presents challenges and opportunities for supermarkets

CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2019-2024
Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 67 - Supermarkets GBO Company Shares: % Value 2020-2024
Table 68 - Supermarkets GBN Brand Shares: % Value 2021-2024
Table 69 - Supermarkets LBN Brand Shares: Outlets 2021-2024
Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Hypermarkets in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets suffer as consumers shop closer to home
Hypermarkets remain under the grip of a monopoly
Coop and Migros invest in their private label lines

PROSPECTS AND OPPORTUNITIES

Hypermarkets could stagnate due to a lack of investment
Migros expected to remain on top with significant barriers to entry
E-commerce could take some sales away from hypermarkets

CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2019-2024
Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 74 - Hypermarkets GBO Company Shares: % Value 2020-2024
Table 75 - Hypermarkets GBN Brand Shares: % Value 2021-2024
Table 76 - Hypermarkets LBN Brand Shares: Outlets 2021-2024
Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Discounters in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low prices remain a key attraction of discounters
Denner remains on top
Aldi thriving but still lags some way behind

PROSPECTS AND OPPORTUNITIES

Discounters set to remain on an upward trajectory despite improving economy
Tax changes should benefit discounters
Competition expected to intensify as the leading players continue to invest heavily in the market

CHANNEL DATA

- Table 79 - Discounters: Value Sales, Outlets and Selling Space 2019-2024
- Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 81 - Discounters GBO Company Shares: % Value 2020-2024
- Table 82 - Discounters GBN Brand Shares: % Value 2021-2024
- Table 83 - Discounters LBN Brand Shares: Outlets 2021-2024
- Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Small Local Grocers in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- 2024: A tough year for small local grocers
- The future of Alnatura remains uncertain despite a positive year for the chain
- Small local grocers facing mounting competition from other channels

PROSPECTS AND OPPORTUNITIES

- A bleak outlook for small local grocers as competition grows
- Challenging market for new players
- Small local grocers lack the resources to compete with modern grocery retailers

CHANNEL DATA

- Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2019-2024
- Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 88 - Small Local Grocers GBO Company Shares: % Value 2020-2024
- Table 89 - Small Local Grocers GBN Brand Shares: % Value 2021-2024
- Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2021-2024
- Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

General Merchandise Stores in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Contrasting fortunes for department stores and variety stores in 2024
- Manor remains on top in 2024 despite a challenging year
- Jelmoli prepares to exit the market

PROSPECTS AND OPPORTUNITIES

- Contrasting fortunes set to continue for department stores and variety stores
- Variety stores look set for a bright future thanks to flexibility and strong product offerings
- E-commerce expected to present challenges and opportunities for general merchandise stores

CHANNEL DATA

- Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024
- Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 95 - Sales in General Merchandise Stores by Channel: Value 2019-2024
- Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024
- Table 97 - General Merchandise Stores GBO Company Shares: % Value 2020-2024
- Table 98 - General Merchandise Stores GBN Brand Shares: % Value 2021-2024
- Table 99 - General Merchandise Stores LBN Brand Shares: Outlets 2021-2024

Table 100 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 101 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 102 - Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029

Table 103 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

Apparel and Footwear Specialists in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales decline as consumers adopt conservative shopping behaviour
- Premium brands outperform mid-priced players
- Low-cost Chinese players present a significant challenge to fast fashion brands

PROSPECTS AND OPPORTUNITIES

- New legislation could impact Chinese players but Amazon hovers with new plan
- Uncertain future for apparel and footwear specialists
- Retailers starting to invest in social commerce and livestreaming

CHANNEL DATA

Table 104 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 105 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 106 - Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024

Table 107 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024

Table 108 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024

Table 109 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 110 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Appliances and Electronics Specialists in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Appliances and electronics specialists fail to replicate the positive performance seen in 2023
- Coop dominates but Media Markt making big strides with one eye on the future
- Coop consolidates its brand portfolio

PROSPECTS AND OPPORTUNITIES

- A challenging period ahead for appliances and electronics specialists
- New advances in technology could present opportunities for traditional retailers
- Trained sales advice and an omnichannel approach could be key

CHANNEL DATA

Table 111 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 112 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 113 - Appliances and Electronics Specialists GBO Company Shares: % Value 2020-2024

Table 114 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2021-2024

Table 115 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2021-2024

Table 116 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 117 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Home Products Specialists in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenging market conditions put a dampener on sales through home improvement and gardening stores
Homewares and home furnishing stores thrive despite economic pressures
Ikea comes out on top following the opening of new outlets in 2024

PROSPECTS AND OPPORTUNITIES

Cautiously optimistic outlook for home improvement and gardening stores
Pet shops and superstores should benefit from pet humanisation trend
Homewares and home furnishing stores will need to find new ways to keep customers coming back

CHANNEL DATA

- Table 118 - Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 119 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 120 - Sales in Home Products Specialists by Channel: Value 2019-2024
- Table 121 - Sales in Home Products Specialists by Channel: % Value Growth 2019-2024
- Table 122 - Home Products Specialists GBO Company Shares: % Value 2020-2024
- Table 123 - Home Products Specialists GBN Brand Shares: % Value 2021-2024
- Table 124 - Home Products Specialists LBN Brand Shares: Outlets 2021-2024
- Table 125 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 126 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 127 - Forecast Sales in Home Products Specialists by Channel: Value 2024-2029
- Table 128 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2024-2029

Health and Beauty Specialists in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers show a strong willingness to invest in looking and feeling younger
Health and wellness trend shaping demand across health and beauty specialists
Galencia strengthens its lead following the expansion of its chain of pharmacies

PROSPECTS AND OPPORTUNITIES

Beauty specialists could struggle for growth as competition intensifies from other channels
Mixed outlook for health and beauty specialists
Optical goods stores should benefit from expanding and enhancing their services

CHANNEL DATA

- Table 129 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 130 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 131 - Sales in Health and Beauty Specialists by Channel: Value 2019-2024
- Table 132 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2019-2024
- Table 133 - Health and Beauty Specialists GBO Company Shares: % Value 2020-2024
- Table 134 - Health and Beauty Specialists GBN Brand Shares: % Value 2021-2024
- Table 135 - Health and Beauty Specialists LBN Brand Shares: Outlets 2021-2024
- Table 136 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 137 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 138 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2024-2029
- Table 139 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2024-2029

Vending in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vending sees steady growth as consumers spend more time away from the home
Selecta remains on top despite removing some of its machines
Tobacco vending and new innovations fuelling growth

PROSPECTS AND OPPORTUNITIES

Foods, drinks and tobacco will remain the lifeblood of vending
Health and wellness trend likely to have a mixed impact on the future of vending
Selecta aims to stay on top by adapting to evolving market trends

CHANNEL DATA

- Table 140 - Vending by Product: Value 2019-2024
- Table 141 - Vending by Product: % Value Growth 2019-2024
- Table 142 - Vending GBO Company Shares: % Value 2020-2024
- Table 143 - Vending GBN Brand Shares: % Value 2021-2024
- Table 144 - Vending Forecasts by Product: Value 2024-2029
- Table 145 - Vending Forecasts by Product: % Value Growth 2024-2029

Direct Selling in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling sees mixed results in 2024
Tupperware exits the market following bankruptcy
The market for direct selling remains stable

PROSPECTS AND OPPORTUNITIES

Direct selling expected to be increasingly influenced by e-commerce and social media
New technology could present new opportunities for direct selling companies
A challenging future ahead for direct selling

CHANNEL DATA

- Table 146 - Direct Selling by Product: Value 2019-2024
- Table 147 - Direct Selling by Product: % Value Growth 2019-2024
- Table 148 - Direct Selling GBO Company Shares: % Value 2020-2024
- Table 149 - Direct Selling GBN Brand Shares: % Value 2021-2024
- Table 150 - Direct Selling Forecasts by Product: Value 2024-2029
- Table 151 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

Retail E-Commerce in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce remains on an upward trajectory although challenges remain
Shein and Temu offering strong competition to the established leaders
Electronics and pet supplies some of the big winners in e-commerce in 2024

PROSPECTS AND OPPORTUNITIES

E-commerce set to continue evolving and improving
Marketplaces set to lead with an increasing focus on new technologies
Store-based retailers expected to continue investing in their online and omnichannel strategies

CHANNEL DATA

Table 152 - Retail E-Commerce by Channel: Value 2019-2024

Table 153 - Retail E-Commerce by Channel: % Value Growth 2019-2024

Table 154 - Retail E-Commerce by Product: Value 2019-2024

Table 155 - Retail E-Commerce by Product: % Value Growth 2019-2024

Table 156 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 157 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 158 - Forecast Retail E-Commerce by Channel: Value 2024-2029

Table 159 - Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029

Table 160 - Forecast Retail E-Commerce by Product: Value 2024-2029

Table 161 - Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-switzerland/report.