



Discounters in Switzerland

March 2024

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Discounters in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters continues to benefit from offering good value for money in 2023
Decline in shopping tourism boosts interest in shopping locally
Migros retains the lead, but Lidl sees growth as discounters highlight their price advantage

PROSPECTS AND OPPORTUNITIES

Consumers expected to demand more of discounters over the forecast period
Further expansion predicted as discounters look to reach a wider audience
Low prices may help discounters effectively compete with e-commerce

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Retail in Switzerland - Industry Overview

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