

# Discounters in Switzerland

April 2025

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## Discounters in Switzerland - Category analysis

#### **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

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Retailers focus on making improvements to increase their appeal

Migros and Coop remain on top

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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