

Retail E-Commerce in Switzerland

April 2025

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Retail E-Commerce in Switzerland - Category analysis

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

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Retailers focus on making improvements to increase their appeal

Migros and Coop remain on top

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