



Retail in Switzerland

March 2024

Table of Contents

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Value for money and sustainability are key trends in 2023

Transparency and provenance are increasingly displayed on packaging

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Easter

MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 - Sales in Retail Offline by Channel: Value 2018-2023

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 - Retail Offline Outlets by Channel: Units 2018-2023

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Retail GBO Company Shares: % Value 2019-2023

Table 22 - Retail GBN Brand Shares: % Value 2020-2023

Table 23 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 38 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience retailers remain popular amongst Swiss consumers in 2023
Forecourt retailers hit by spiralling cost of travel
Leading player Valora Holding AG continues to expand following takeover

PROSPECTS AND OPPORTUNITIES

Bright outlook for convenience stores as consumers favour shopping in their local neighbourhood
Valora will continue its significant expansion across Switzerland
Unmanned stores offer new opportunities for Migros

CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 56 - Sales in Convenience Retailers by Channel: Value 2018-2023
Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2018-2023
Table 58 - Convenience Retailers GBO Company Shares: % Value 2019-2023
Table 59 - Convenience Retailers GBN Brand Shares: % Value 2020-2023
Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2020-2023
Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2023-2028
Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

Supermarkets in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest declines in 2023, but supermarkets continues to prevail among grocery retailers
Quick and easy meal solutions proving to be a profitable area for supermarkets
Coop, Migros and Volg continue to dominate the competitive landscape in supermarkets in 2023

PROSPECTS AND OPPORTUNITIES

Supermarkets expected to focus on an omnichannel approach to retailing over the forecast period
Migros announces expansion plans against a backdrop of economic uncertainty
Competitive landscape likely to remain unchanged and consolidated in the years ahead

CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023
Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023
Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023
Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Hypermarkets in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition from other grocery retailers intensifies in 2023 as Switzerland is hit by high inflation
Competitive landscape remains consolidated and unchanged
E-commerce presents challenges and opportunities for Migros and Coop

PROSPECTS AND OPPORTUNITIES

Migros and Coop expected to switch focus to smaller format stores at the expense of hypermarkets
Hypermarkets expected to see more investment in digital services while embracing the shift to e-commerce
Sustainability will remain a growing concern for consumers

CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 74 - Hypermarkets GBO Company Shares: % Value 2019-2023
Table 75 - Hypermarkets GBN Brand Shares: % Value 2020-2023
Table 76 - Hypermarkets LBN Brand Shares: Outlets 2020-2023
Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Discounters in Switzerland

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

CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Discounters GBO Company Shares: % Value 2019-2023

Table 82 - Discounters GBN Brand Shares: % Value 2020-2023

Table 83 - Discounters LBN Brand Shares: Outlets 2020-2023

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Small Local Grocers in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers sees modest growth in 2023

E-commerce presents a growing threat to the channel

Consumer loyalty and specialisation remain key factors for success

PROSPECTS AND OPPORTUNITIES

Small local grocers likely to fall out of fashion as consumers switch to alternative channels

Opportunities to provide a more sustainable approach to grocery retailing

Changing shopping preferences present a serious threat to the future of small local grocers

CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 - Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

General Merchandise Stores in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Department stores drive down overall category performance in 2023

Variety stores continues to benefit from value positioning and convenience

Manor continues to lead but faces ongoing competition from Coop and Otto's

PROSPECTS AND OPPORTUNITIES

Department stores likely to see a further decline as consumers shop elsewhere

Low prices and a wide variety are key to the future success of variety stores

Competitive landscape likely to remain stable, favouring current contenders

CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 98 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 99 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 100 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 101 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 102 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 103 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

Apparel and Footwear Specialists in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in the cost of living limits the recovery of apparel and footwear specialists

Dosenbach-Ochsner AG is backed by the success of its click-and-collect service

Fast fashion retailers lead the way as competition intensifies

PROSPECTS AND OPPORTUNITIES

E-commerce expected to cannibalise in-store sales of apparel and footwear in the years ahead

Challenging economy could favour fast fashion retailers and e-commerce

Digitisation likely to be key to success for the category in the future

CHANNEL DATA

Table 104 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 105 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 106 - Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 107 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 108 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 109 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 110 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Appliances and Electronics Specialists in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation takes its toll on sales as retailers and consumers face rising costs

E-commerce continues to benefit from ongoing digitalisation in 2023

Omni-channel approach seeks to address a range of consumer needs

PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists will be impacted by evolving consumer behaviour

Category players must continue investing in developing an omnichannel approach to remain successful

E-commerce set to take further share from appliances and electronics specialists

CHANNEL DATA

Table 111 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 112 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 113 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 114 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 115 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 116 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 117 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Home Products Specialists in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home improvements put on hold as inflation impacts consumer purchasing power
Less time at home means less incentive to invest in homewares and home furnishings
Expansion opportunities still being explored by Ikea and XXXLutz Group

PROSPECTS AND OPPORTUNITIES

Coop looks to consolidate its position following the acquisition of Jumbo
Swiss consumers will continue to enjoy reviewing and testing home products in store in the years ahead
Economic recovery set to boost consumer investment in home products once more

CHANNEL DATA

Table 118 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023
Table 119 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 120 - Sales in Home Products Specialists by Channel: Value 2018-2023
Table 121 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023
Table 122 - Home Products Specialists GBO Company Shares: % Value 2019-2023
Table 123 - Home Products Specialists GBN Brand Shares: % Value 2020-2023
Table 124 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023
Table 125 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 126 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 127 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028
Table 128 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

Health and Beauty Specialists in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest growth in 2023, thanks to evolving self-care trends and health consciousness
Beauty specialists remain under pressure, but Douglas still eyes opportunities within the premium segment
At-home salon and spa experiences benefit the category in 2023

PROSPECTS AND OPPORTUNITIES

Steady growth projected for pharmacies in the years ahead
Investment in new technology may help optical goods stores remain relevant
Beauty specialists facing mounting competition both offline and online

CHANNEL DATA

Table 129 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023
Table 130 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 131 - Sales in Health and Beauty Specialists by Channel: Value 2018-2023
Table 132 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023
Table 133 - Health and Beauty Specialists GBO Company Shares: % Value 2019-2023
Table 134 - Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023
Table 135 - Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023
Table 136 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 137 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 138 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028
Table 139 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

Vending in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic return to activity outside of the home benefits vending once again in 2023
Valora expanding into vending as machines become more sophisticated
Selecta looks to cement its dominance through the digitalisation of its machines

PROSPECTS AND OPPORTUNITIES

Vending set to benefit from further modernisation
Healthy living trend offers sales opportunities for vending in the future
Players could look for opportunities in other vending

CHANNEL DATA

Table 140 - Vending by Product: Value 2018-2023
Table 141 - Vending by Product: % Value Growth 2018-2023
Table 142 - Vending GBO Company Shares: % Value 2019-2023
Table 143 - Vending GBN Brand Shares: % Value 2020-2023
Table 144 - Vending Forecasts by Product: Value 2023-2028
Table 145 - Vending Forecasts by Product: % Value Growth 2023-2028

Direct Selling in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling suffers from a return to in-store shopping in 2023
Fragmented landscape favours health and wellness, and sustainability trends
Higher prices hamper growth in 2023

PROSPECTS AND OPPORTUNITIES

Direct selling likely to see more investment in new technology
Players will need to adapt and change to the demands of consumers
Competitive landscape likely to remain stable in the years ahead.

CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2018-2023
Table 147 - Direct Selling by Product: % Value Growth 2018-2023
Table 148 - Direct Selling GBO Company Shares: % Value 2019-2023
Table 149 - Direct Selling GBN Brand Shares: % Value 2020-2023
Table 150 - Direct Selling Forecasts by Product: Value 2023-2028
Table 151 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

Retail E-Commerce in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales through e-commerce moderate in 2023 as local consumers returned to pre-pandemic shopping behaviour
Delivery services bolster sales of food through the online channel
Price comparison functions benefit appliances and electronics sales through e-commerce

PROSPECTS AND OPPORTUNITIES

E-commerce will continue its upward trajectory thanks to ongoing improvements in services
In-store shopping will continue to appeal to some Swiss consumers in the years ahead
Well-established online marketplaces will continue to see growth in Switzerland

CHANNEL DATA

Table 152 - Retail E-Commerce by Channel: Value 2017-2022

Table 153 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 - Retail E-Commerce by Product: Value 2017-2022

Table 155 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

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.