



**Euromonitor
International**

General Merchandise Stores in Switzerland

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General Merchandise Stores in Switzerland - Category analysis

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
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Competitive landscape likely to remain stable, favouring current contenders

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Transparency and provenance are increasingly displayed on packaging
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