

# Hypermarkets in Switzerland

March 2024

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## Hypermarkets in Switzerland - Category analysis

### 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

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Transparency and provenance are increasingly displayed on packaging

What next for retail?

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