

Supermarkets in Switzerland

March 2024

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Supermarkets in Switzerland - Category analysis

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

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Transparency and provenance are increasingly displayed on packaging
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