

# General Merchandise Stores in Switzerland

March 2024

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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  
Low prices and a wide variety are key to the future success of variety stores  
Competitive landscape likely to remain stable, favouring current contenders

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## Retail in Switzerland - Industry Overview

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Value for money and sustainability are key trends in 2023  
Transparency and provenance are increasingly displayed on packaging  
What next for retail?

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Opening hours for physical retail  
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