

# Supermarkets in Switzerland

March 2024

Table of Contents

## 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 1 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023  
Table 2 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 3 - Supermarkets GBO Company Shares: % Value 2019-2023  
Table 4 - Supermarkets GBN Brand Shares: % Value 2020-2023  
Table 5 - Supermarkets LBN Brand Shares: Outlets 2020-2023  
Table 6 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 7 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Retail in Switzerland - Industry Overview

### 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 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 10 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 11 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 12 - Retail Offline Outlets by Channel: Units 2018-2023  
Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 14 - Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 18 - Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 20 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 - Retail GBO Company Shares: % Value 2019-2023

Table 29 - Retail GBN Brand Shares: % Value 2020-2023

Table 30 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 31 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 32 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 33 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 35 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 36 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 43 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 45 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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