



# Full-Service Restaurants in Switzerland

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Table of Contents

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Demand shifts toward more affordable formats

#### INDUSTRY PERFORMANCE

Stagnation amid economic pressure

Asian full-service restaurants benefit from continued diversification

Fulfilment and value-for-money trade-offs

#### WHAT'S NEXT?

Moderate value growth expected as consumers value unique or high-end concepts

Rising importance of convenience and flexibility

Sustainability to become a major priority

#### COMPETITIVE LANDSCAPE

Highly fragmented competitive landscape

Value growth driven by new outlets

Preference for local, authentic dining experiences ensures independents lead

#### CATEGORY DATA

Table 1 - Full-Service Restaurants by Category: Units/Outlets 2020-2025

Table 2 - Sales in Full-Service Restaurants by Category: Number of Transactions 2020-2025

Table 3 - Sales in Full-Service Restaurants by Category: Foodservice Value 2020-2025

Table 4 - Full-Service Restaurants by Category: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Full-Service Restaurants by Category: % Transaction Growth 2020-2025

Table 6 - Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2022-2025

Table 9 - Forecast Full-Service Restaurants by Category: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2025-2030

Table 12 - Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2025-2030

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## Consumer Foodservice in Switzerland - Industry Overview

### EXECUTIVE SUMMARY

Consumers prioritise value-for-money options, efficiency, and quality experiences

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Growth driven by inflation and shifting dining habits

Inflation drives value-conscious dining and fulfilment

Loyalty programmes strengthen consumer engagement

#### WHAT'S NEXT?

Moderate growth, with consumers prioritising unique dining experiences

New fronts of innovation

Sustainability: from differentiator to expectation

## COMPETITIVE LANDSCAPE

McDonald's dominates with its well-developed network of outlets, efficient operations, and continuous adaptation

Dynamic performance drivers in 2025

Expansion of international limited-service restaurant chains and strategic repositioning of full-service restaurant players

## CHANNELS

Independent foodservice operators remain the backbone of the market

Innovation: the compulsory strategy

## MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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