



Euromonitor
International

Cooking Ingredients and Meals in Switzerland

November 2025

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Cooking Ingredients and Meals in Switzerland

EXECUTIVE SUMMARY

Health and sustainability trends boost sales of cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and time-saving formats support busy lifestyles

Natural and health-focused innovation strengthens brand appeal

Sustainability and local sourcing remain defining purchase factors

WHAT'S NEXT?

Health, sustainability, and naturalness to remain at the forefront

Convenience and time efficiency to guide future launches

Plant-based trends to gain further traction

Geopolitical risks and trade developments may impact pricing

COMPETITIVE LANDSCAPE

Migros refocuses on its retail core to strengthen market leadership

PepsiCo gains traction through innovation in chilled meal solutions

Migros ends Alnatura partnership amid strategic realignment

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Supermarkets dominate as the preferred retail format

E-commerce expands rapidly with convenience and promotion-driven growth

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Health awareness and everyday cooking sustain steady growth

Olive oil dominates as Mediterranean influence drives preference

WHAT'S NEXT?

Premiumisation to define the future of edible oils

Health and nutrition trends to sustain long-term appeal

Sustainability commitments to influence industry strategies

COMPETITIVE LANDSCAPE

Retail private label brands reinforce leadership through trust and quality

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2025 DEVELOPMENTS

Switzerland's meals and soups market grows through interest in time-saving and healthy options

INDUSTRY PERFORMANCE

Convenience and premium innovation drive category growth

Chilled ready meals gain momentum with fresh and healthy appeal

WHAT'S NEXT?

Convenience and quality to define category evolution

Health and wellness to remain central to innovation

Sustainability drives responsible innovation and local sourcing

COMPETITIVE LANDSCAPE

Migros leads through innovation and breadth of private label offer

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Convenience and flavour experimentation sustain positive momentum

Pickled products gain popularity through health and global-flavour appeal

WHAT'S NEXT?

Convenience and versatility to underpin future growth

Health and naturalness to guide innovation pipelines

Sustainability commitments shape corporate strategies

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KEY DATA FINDINGS

2025 DEVELOPMENTS

More natural, lighter options boost interest in sweet spreads

INDUSTRY PERFORMANCE

Health and naturalness guide product innovation
Jams and preserves remain central to growth through premium and health cues

WHAT'S NEXT?

Moderate but steady growth expected as health and price dynamics evolve
Health-driven preferences to shape future consumption
Local sourcing and ethical production gain greater importance

COMPETITIVE LANDSCAPE

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