



Processed Meat, Seafood and Alternatives To Meat in Switzerland

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for convenience and health drives growth in processed meat, seafood and alternatives to meat

INDUSTRY PERFORMANCE

Health-conscious choices and convenience drive value growth in 2025

Tofu and derivatives drive growth amid health and sustainability trends in Switzerland

WHAT'S NEXT?

Processed meat, seafood and alternatives to meat is set to grow, driven by convenience and health-conscious consumption

Health and premium positioning are expected to shape processed meat, seafood and alternatives to meat

Sustainability initiatives are expected to influence processed meat, seafood and alternatives to meat

COMPETITIVE LANDSCAPE

Migros strengthens its leadership through strategic investments and pricing initiatives

Beyond Meat Inc leads growth through health and sustainability-focused offerings

CHANNELS

Supermarkets dominate distribution of processed meat, seafood and alternatives to meat, while discounters gain traction

Retail e-commerce emerges as the fastest-growing channel for processed meat, seafood and alternatives to meat

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Value growth is driven by convenience, health and sustainability in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key growth driver for staple foods in Switzerland

Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends
Innovation in staple foods is likely to focus on health, clean labels and sustainability
Rising costs and external risks may put upward pressure on staple food prices in Switzerland

COMPETITIVE LANDSCAPE

Migros consolidates its leadership through private label, local sourcing and strategic investments
Kraft Heinz Co. and Beyond Meat Inc. drive value growth through shelf-stable and plant-based innovation

CHANNELS

Supermarkets maintains its leadership in the distribution of staple foods
Convenience drives rapid growth for retail e-commerce in staple foods

MARKET DATA

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