

General Merchandise Stores in Switzerland

March 2024

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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

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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
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