



**Euromonitor
International**

Cafés/Bars in Switzerland

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2025 DEVELOPMENTS

Stagnant value sales amid inflation and high living costs

INDUSTRY PERFORMANCE

Consumers more selective about discretionary purchases

Specialist coffee and tea shops offer experiences that justify the higher price point and encourage customer loyalty

Balancing fulfilment and value for money

WHAT'S NEXT?

Diverging futures: cafés outperform, while bars/pubs struggle

Evolution of fulfilment in cafés and bars

Sustainability as a defining trend

COMPETITIVE LANDSCAPE

Starbucks leads and Switzerland remains a strategically important market for the company

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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

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