



Consumer Foodservice By Location in Switzerland

March 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Standalone outlets remain the most numerous

INDUSTRY PERFORMANCE

Consumer foodservice through travel benefits from increased travel and tourism

Rising demand for healthier options

WHAT'S NEXT?

Players need to adapt to evolving consumer trends

Tourists seek local, unique, culinary experiences

Different locations cater to different consumer demographics

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DISCLAIMER

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

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Independent foodservice operators remain the backbone of the market

Innovation: the compulsory strategy

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