



Street Stalls/Kiosks in Switzerland

March 2026

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Street Stalls/Kiosks in Switzerland - Category analysis

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2025 DEVELOPMENTS

Independent street stalls/kiosks benefit from consumers seeking convenient, on-the-go options

INDUSTRY PERFORMANCE

Independent street stalls/kiosks adapt to evolving trends and consumer preferences

Fulfilment-value trade-offs in 2025

WHAT'S NEXT?

Further growth of independent street stalls/kiosks

Rising demand for higher-quality ingredients, healthier options and quick service

Growing focus on sustainability

COMPETITIVE LANDSCAPE

Leading Migros benefits from high consumer confidence

Brezelkönig enjoys a reputation for freshness and quality

Chains lead as consumers favour recognised brands

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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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