

Retail in Switzerland

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Weak Consumer Sentiment Limits Growth Opportunities in 2025

Focus Shifts to Digital Sales and Services

Chart 2 - Galenica Launches Digital Health Services

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Migros and Coop Tailor Hybrid Experiences to Match Shifting Consumer Priorities

Retail'S Coming Generation Split: Tech Titans Vs. Wellness Warriors

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Migros and Coop Defend Lead as Discounters and E-Commerce Gain Ground

Chart 7 - Coop Adopts Modernisation Strategy

Chart 8 - Analyst Insight for Retail

Digitec Galaxus Ups the Stakes in Swiss Retail

Chart 9 - Galaxus Opens First All-Digital Concept Store

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 12 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Easter

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail

Chart 17 - Population 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Convenience Retailers Are under Pressure to Adapt to Shifting Consumer Demands

Valora Expands Fresh Food Offer and Digital Services to Capture Mobile Consumers

Sustainability and Mobility Trends Reshape Shopping Habits and Store Concepts

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

Chart 22 - Valora Delivers Swiss Foodvenience

WHAT'S NEXT?

Spar Express and Avec Boost Relevance with Tailored Services and Outlet Growth

Service Innovation and Outlet Expansion Cushion Price and Mobility Challenges

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 25 - Analyst Insight for Convenience Retailers

Valora Extends Lead as Rivals Rely on Entrenched Routines

Chart 26 - Valora Continues to Expand Avec Store Network

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Convenience Retailers

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Convenience Retailers

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Supermarkets in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Supermarkets Forced to Adapt to Changing Shopper Expectations

Players Innovate with 24/7 Access and Lifestyle-Driven Concepts to Retain Loyalty

Chart 36 - Migros Offers 24/7 Shopping

Chart 37 - Value Sales 2020-2030

WHAT'S NEXT?

Migros Drives Store Expansion to Secure Consumer Loyalty

Consumers Prioritise Promotions and Sustainability in Purchasing Decisions

Chart 38 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 39 - Analyst Insight for Supermarkets

Chart 40 - Coop Launches New Store Concept

Coop Accelerates Network Growth and Innovation to Widen Its Lead

Automated Formats and Local Sourcing Unlock New Growth Opportunities

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 43 - Economic Context for Supermarkets

Chart 44 - Real Gdp Growth 2020-2030

Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Supermarkets

Chart 47 - Population 2020-2030

Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hypermarkets in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 49 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Migros and Coop Refocus Efforts as Shoppers Prioritise Discounts and Value

Coop Elevates In-Store Experience with Modernised Layouts and Digital Navigation

Chart 50 - Coop Megastores See Redesign

Chart 51 - Value Sales 2020-2030

WHAT'S NEXT?

Migros and Coop Prioritise Smaller Formats as Outlet Growth Stalls

Discounters and E-Commerce Capture Demand as Consumer Habits Persist

Chart 52 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 53 - Analyst Insight for Hypermarkets

Migros Sustains Dominance as Format Restricts New Entrants

Chart 54 - Company Shares 2025

Chart 55 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 56 - Economic Context for Hypermarkets

Chart 57 - Real Gdp Growth 2020-2030

Chart 58 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 59 - Consumer Context for Hypermarkets

Chart 60 - Population 2020-2030

Chart 61 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Discounters in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 62 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Migros Expands Low-Price Offers, Driving Shoppers From Discounters

Denner Revitalises Stores to Align with Changing Shopper Priorities

Chart 63 - Denner Revitalises Stores

Chart 64 - Value Sales 2020-2030

WHAT'S NEXT?

Denner Invests in Broadening Its Assortment as Consumer Expectations Rise

Aldi and Lidl Accelerate Expansion Plans to Capture Shifting Shopper Loyalty

Chart 65 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Aldi Expands Store Network to Close the Gap with Denner

Chart 66 - Analyst Insight for Discounters

Chart 67 - Company Shares 2025

Chart 68 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 69 - Economic Context for Discounters

Chart 70 - Real Gdp Growth 2020-2030

Chart 71 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 72 - Consumer Context for Discounters

Chart 73 - Population 2020-2030

Chart 74 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Small Local Grocers in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Discounters and Supermarkets Attract Cost-Conscious Shoppers with Lower Prices

Chart 75 - Value Sales 2020-2030

WHAT'S NEXT?

Migros Shifts Bio Focus as Alnatura Exits the Market and Local Shops Lose Ground

Digital Convenience Redefining the Swiss Grocery Retail Landscape

Personalised Service Unlikely to Reverse Decline Despite Its Appeal

Chart 76 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Alnatura Exits the Market with No Player Ready to Fill Its Shoes

Chart 77 - Company Shares 2025

Chart 78 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 79 - Economic Context for Small Local Grocers

Chart 80 - Real Gdp Growth 2020-2030

Chart 81 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 82 - Consumer Context for Small Local Grocers

Chart 83 - Population 2020-2030

Chart 84 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[General Merchandise Stores in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 85 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Polarised Performances From Variety Stores and Department Stores

Manor'S Fashion Overhaul Revitalises In-Store Experiences

Chart 86 - Globus Invests in Modernisation

Chart 87 - Value Sales 2020-2030

Chart 88 - Value Sales by Category 2025

WHAT'S NEXT?

Contrasting Fortunes Projected for Department Stores and Variety Stores

Chart 89 - Forecast Value Sales 2020-2030

Chart 90 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 91 - Analyst Insight for General Merchandise Stores

Maus Frères' Lead Narrows as Competitors Accelerate Outlet Growth

Chart 92 - Flying Tiger Continues to Expand

Chart 93 - Company Shares 2025

Chart 94 - Brand Shares 2025

ECONOMIC CONTEXT EUROMONITOR INTERNATIONAL

Chart 95 - Economic Context for General Merchandise Stores

Chart 96 - Real Gdp Growth 2020-2030

Chart 97 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 98 - Consumer Context for General Merchandise Stores

Chart 99 - Population 2020-2030

Chart 100 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 101 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Manor Invests in Fashion Upgrades to Challenge Apparel Specialists

Nile Counters Fast Fashion with Local Expansion and Sustainability

Chart 102 - Manor Expands Fashion Offering

Convenience and Reliability Define Shopping Choices and Loyalty

Chart 103 - Nile Expands Its Presence in Switzerland

Chart 104 - Value Sales 2020-2030

WHAT'S NEXT?

Fast Fashion Retailers Maintain a Value Focus as Specialists Face an Ongoing Decline

Circular Economy Platforms and Experience-Driven Shopping Reshape Retail Loyalty

Chart 105 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

H&M Leverages Store Network and Affordability to Defend Lead

Chart 106 - Analyst Insight for Apparel and Footwear Specialists

Inditex and Zara Surge Amid Fast Fashion Shifts

Chart 107 - Company Shares 2025

Chart 108 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 109 - Economic Context for Apparel and Footwear Specialists

Chart 110 - Real Gdp Growth 2020-2030

Chart 111 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 112 - Consumer Context for Apparel and Footwear Specialists

Chart 113 - Population 2020-2030

Chart 114 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Appliances and Electronics Specialists in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 115 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Sales Stagnate as Consumer Priorities Change

Sunrise Enhances In-Store Navigation for Seamless Product Discovery

Swisscom Merges Digital Self-Service with Personal Consultation for Added Value

Chart 116 - Sunrise Redesigns In-Store Layouts

Chart 117 - Value Sales 2020-2030

WHAT'S NEXT?

Retailers Modernise Store Formats and Digital Tools to Offset Declining Sales

Technological Advances in Ai to Drive Selective Upgrades and Premium Demand

Chart 118 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 119 - Analyst Insight for Appliances and Electronics Specialists

Coop Expands Store Network and Omnichannel Services to Sustain Leadership

Chart 120 - Galaxus Opens Physical Outlets

Chart 121 - Company Shares 2025

Chart 122 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 123 - Economic Context for Appliances and Electronics Specialists

Chart 124 - Real Gdp Growth 2020-2030

Chart 125 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 126 - Consumer Context for Appliances and Electronics Specialists

Chart 127 - Population 2020-2030

Chart 128 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Products Specialists in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 129 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Lidl Leverages Value Tools Strategy to Disrupt Traditional Diy

Chart 130 - Lidl Puts Pressure on Specialists

Home Improvement and Gardening Stores Drive Sales Amid Shifting Demand

Aldi and Ikea Collaborate to Elevate Omnichannel Convenience

Chart 131 - Aldi Launches Ikea Pick-Up Stations

Chart 132 - Value Sales 2020-2030

Chart 133 - Value Sales by Category 2025

WHAT'S NEXT?

Pet Care and Urban Gardening Drive Modest Gains as Spending Stabilises

Lifestyle Shifts Towards Pets and Nature Reshape Retail Priorities

Chart 134 - Forecast Value Sales 2020-2030

Chart 135 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 136 - Analyst Insight for Home Products Specialists

Landi Builds on Affordability as Migros Exit Reshapes Competition

Chart 137 - Company Shares 2025

Chart 138 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 139 - Economic Context for Home Products Specialists

Chart 140 - Real Gdp Growth 2020-2030

Chart 141 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 142 - Consumer Context for Home Products Specialists

Chart 143 - Population 2020-2030

Chart 144 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Health and Beauty Specialists in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 145 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Retailers Respond to Evolving Wellness and Beauty Demands

Pharmacies Consolidate Lead as Beauty Specialists Show Agility

Galenica Transforms Pharmacy Experience with Privacy and Digital Care

Chart 146 - Müller Introduces New Concept

Chart 147 - Value Sales 2020-2030

Chart 148 - Value Sales by Category 2025

WHAT'S NEXT?

Pharmacies Set to Drive Value as Self-Care and Ageing Trends Converge

Affordable Premium Products and Self-Reliance Set to Fuel Future Innovation

Chart 149 - Forecast Value Sales 2020-2030

Chart 150 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 151 - Analyst Insight for Health and Beauty Specialists

Galenica Expands Store Network to Strengthen Lead and Drive Growth

Chart 152 - Galenica Pilots Pharmacy Concept in Zurich

Chart 153 - Company Shares 2025

Chart 154 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 155 - Economic Context for Health and Beauty Specialists

Chart 156 - Real Gdp Growth 2020-2030

Chart 157 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 158 - Consumer Context for Health and Beauty Specialists

Chart 159 - Population 2020-2030

Chart 160 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Vending in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vending Summary

INDUSTRY PERFORMANCE

Convenience Store Expansion Reduces the Relevance of Automated Retail

Drinks and Tobacco Vending Outpaces Other Automated Formats in Scale

Chart 161 - Value Sales 2020-2030

Chart 162 - Value Sales by Category 2025

WHAT'S NEXT?

Valora and Migros Launch Automated Formats, Raising Pressure on Selecta

Chart 163 - Forecast Value Sales 2020-2030

Chart 164 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Selecta Shifts Focus as Rivals Expand with Digital Innovation

Chart 165 - Company Shares 2025

Chart 166 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 167 - Economic Context for Vending

Chart 168 - Real Gdp Growth 2020-2030

Chart 169 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 170 - Consumer Context for Vending

Chart 171 - Population 2020-2030

Chart 172 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Direct Selling in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 173 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Vorwerk Drives Engagement as Shoppers Prioritise Long-Term Value

Thermomix Events Merge Digital Convenience with Personal Advice

Chart 174 - Thermomix Cooking Events Offer the Personal Touch

Chart 175 - Value Sales 2020-2030

Chart 176 - Value Sales by Category 2025

WHAT'S NEXT?

Sellers Strengthen Digital Strategies to Offset Declining Demand

Chart 177 - Forecast Value Sales 2020-2030

Chart 178 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 179 - Analyst Insight for Direct Selling

Vorwerk Accelerates Share Gains as Nahrin Adapts to Shifting Demand

Chart 180 - Company Shares 2025

Chart 181 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 182 - Economic Context for Direct Selling

Chart 183 - Real Gdp Growth 2020-2030

Chart 184 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 185 - Consumer Context for Direct Selling

Chart 186 - Population 2020-2030

Chart 187 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail E-Commerce in Switzerland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 188 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Digitec Galaxus Integrates Showrooms to Drive Omnichannel Growth

Chart 189 - Digitec Galaxus Opens New Showrooms in 2025

Ricardo.Ch Capitalises on the Trend Towards Sustainability and Product Transparency

Chart 190 - Value Sales 2020-2030

Chart 191 - Value Sales by Category 2025

WHAT'S NEXT?

Millennials and Gen Z Accelerate Adoption of Social and Live Commerce

Flexible Delivery and Peer Reviews Build Consumer Trust in Digital Shopping

Chart 192 - Forecast Value Sales 2020-2030

Chart 193 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 194 - Analyst Insight for Retail E-Commerce

Price-Driven Entrants Intensify Rivalry

Innovation Edge Keeps Digitec Galaxus in Front

Chart 195 - Digitec Galaxus Invests in Ai to Increase Discovery

Chart 196 - Company Shares 2025

Chart 197 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 198 - Economic Context for Retail E-Commerce

Chart 199 - Real Gdp Growth 2020-2030

Chart 200 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 201 - Consumer Context for Retail E-Commerce

Chart 202 - Population 2020-2030

Chart 203 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-switzerland/report.