



**Euromonitor
International**

Consumer Foodservice in Switzerland

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Consumer Foodservice in Switzerland

EXECUTIVE SUMMARY

Consumers prioritise value-for-money options, efficiency, and quality experiences

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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

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McDonald's dominates with its well-developed network of outlets, efficient operations, and continuous adaptation

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INDUSTRY PERFORMANCE

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Balancing health, cost, and efficiency

WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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