



Euromonitor
International

Rice, Pasta and Noodles in Switzerland

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2025 DEVELOPMENTS

Growth is driven by convenience, health and sustainability trends in Switzerland

INDUSTRY PERFORMANCE

Rice, pasta and noodles maintains a strong performance amid busy lifestyles and health trends
Noodles drive value growth within rice, pasta and noodles, led by convenience and bold flavours

WHATS NEXT?

Rice, pasta and noodles is expected to benefit from convenience-driven demand and product innovation
Health and wellness is set to remain central to innovation in rice, pasta and noodles
Rice, pasta and noodles producers prioritise sustainability and responsible sourcing

COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG maintains its leadership in rice, pasta and noodles in Switzerland
Pastificio Rana SpA records an uplift in growth, improving its share in chilled pasta

CHANNELS

Supermarkets remain the dominant channel as consumers appreciate a wide product assortment
Retail e-commerce emerges as the fastest-growing channel, meeting consumers' demand for effortless shopping

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Staple Foods in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Value growth is driven by convenience, health and sustainability in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key growth driver for staple foods in Switzerland
Health and wellness trends shape demand for staple foods in 2025
Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends
Innovation in staple foods is likely to focus on health, clean labels and sustainability
Rising costs and external risks may put upward pressure on staple food prices in Switzerland

COMPETITIVE LANDSCAPE

Migros consolidates its leadership through private label, local sourcing and strategic investments
Kraft Heinz Co. and Beyond Meat Inc. drive value growth through shelf-stable and plant-based innovation

CHANNELS

Supermarkets maintains its leadership in the distribution of staple foods
Convenience drives rapid growth for retail e-commerce in staple foods

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