



Euromonitor
International

Limited-Service Restaurants in Switzerland

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2025 DEVELOPMENTS

Rising demand for convenient and affordable dining

INDUSTRY PERFORMANCE

Strong value growth in 2025

Chicken limited-service restaurants benefit from international brand expansion, local revival efforts, and evolving consumer preferences
fulfilment and value-for-money trade-offs

WHAT'S NEXT?

Continued growth driven by value and health

Digitalisation evolving from a convenience feature into a strategic growth enabler

Sustainability and automation shape the future

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McDonald's maintains its clear lead in 2025

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Consumer Foodservice in Switzerland - Industry Overview

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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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