



**Euromonitor  
International**

# Staple Foods in Switzerland

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## Staple Foods in Switzerland

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

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Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

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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

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## WHAT'S NEXT?

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Health and wellness is expected to drive innovation and demand in Swiss baked goods

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### [Breakfast Cereals in Switzerland](#)

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## WHAT'S NEXT?

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[Rice, Pasta and Noodles in Switzerland](#)

## KEY DATA FINDINGS

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

### INDUSTRY PERFORMANCE

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### WHATS NEXT?

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## COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG maintains its leadership in rice, pasta and noodles in Switzerland

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