



Euromonitor
International

Small Local Grocers in Switzerland

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Discounters and Supermarkets Attract Cost-Conscious Shoppers with Lower Prices

Chart 1 - 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 2 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

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

Chart 3 - Company Shares 2025

Chart 4 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 5 - Economic Context for Small Local Grocers

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Small Local Grocers

Chart 9 - Population 2020-2030

Chart 10 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Switzerland - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 11 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Weak Consumer Sentiment Limits Growth Opportunities in 2025

Focus Shifts to Digital Sales and Services

Chart 12 - Galenica Launches Digital Health Services

Chart 13 - Value Sales 2020-2030

Chart 14 - 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 15 - Forecast Value Sales 2020-2030

Chart 16 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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

Chart 17 - Coop Adopts Modernisation Strategy

Chart 18 - Analyst Insight for Retail

Digitec Galaxus Ups the Stakes in Swiss Retail

Chart 19 - Galaxus Opens First All-Digital Concept Store

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 22 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Easter

ECONOMIC CONTEXT

Chart 23 - Economic Context for Retail

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Retail

Chart 27 - Population 2020-2030

Chart 28 - 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/small-local-grocers-in-switzerland/report.