



Euromonitor
International

Full-Service Restaurants in Switzerland

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2025 DEVELOPMENTS

Demand shifts toward more affordable formats

INDUSTRY PERFORMANCE

Stagnation amid economic pressure

Asian full-service restaurants benefit from continued diversification

Fulfilment and value-for-money trade-offs

WHAT'S NEXT?

Moderate value growth expected as consumers value unique or high-end concepts

Rising importance of convenience and flexibility

Sustainability to become a major priority

COMPETITIVE LANDSCAPE

Highly fragmented competitive landscape

Value growth driven by new outlets

Preference for local, authentic dining experiences ensures independents lead

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Consumer Foodservice in Switzerland - Industry Overview

EXECUTIVE SUMMARY

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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