



Street Stalls/Kiosks in Switzerland

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Independent street stalls/kiosks benefit from consumers seeking convenient, on-the-go options

INDUSTRY PERFORMANCE

Independent street stalls/kiosks adapt to evolving trends and consumer preferences
Fulfilment-value trade-offs in 2025

WHAT'S NEXT?

Further growth of independent street stalls/kiosks
Rising demand for higher-quality ingredients, healthier options and quick service
Growing focus on sustainability

COMPETITIVE LANDSCAPE

Leading Migros benefits from high consumer confidence
Brezelkönig enjoys a reputation for freshness and quality
Chains lead as consumers favour recognised brands

CATEGORY DATA

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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

Dynamic performance drivers in 2025

Expansion of international limited-service restaurant chains and strategic repositioning of full-service restaurant players

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Independent foodservice operators remain the backbone of the market

Innovation: the compulsory strategy

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