



Euromonitor
International

Consumer Foodservice in Switzerland

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Consumer Foodservice in Switzerland

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
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Specialist coffee and tea shops offer experiences that justify the higher price point and encourage customer loyalty

Balancing fulfilment and value for money

WHAT'S NEXT?

Diverging futures: cafés outperform, while bars/pubs struggle

Evolution of fulfilment in cafés and bars

Sustainability as a defining trend

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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Fulfilment and value-for-money trade-offs

WHAT'S NEXT?

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WHAT'S NEXT?

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Self-Service Cafeterias in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Decline amid high living costs and rising price sensitivity

INDUSTRY PERFORMANCE

Self-service cafeterias face pressure from street stalls/kiosks and higher-end restaurants

Balancing health, cost, and efficiency

WHAT'S NEXT?

Decline as consumers shift toward more flexible and higher-fulfilment formats

The evolution of fulfilment

Sustainability increasingly central to both consumer choice and operational strategy

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KEY DATA FINDINGS

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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

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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