



# Baked Goods in Switzerland

November 2025

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## Baked Goods in Switzerland - Category analysis

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#### 2025 DEVELOPMENTS

Baked goods records resilient growth driven by convenience and health trends

#### INDUSTRY PERFORMANCE

Baked goods records stable value growth amid cost pressures and regulatory changes

Frozen baked goods and packaged flatbreads drive growth in baked goods in 2025

#### WHAT'S NEXT?

Swiss baked goods is expected to sustain growth despite supply risks and shifting consumer perceptions

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

Sustainable sourcing is set to drive ethical and environmentally friendly baked goods

#### COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG remains the leading company, while artisanal bakeries face structural pressures

Dr. Schär leads growth in 2025, driven by gluten-free and specialty nutrition

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Artisanal bakeries face a decline as supermarkets gain share in baked goods

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### EXECUTIVE SUMMARY

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

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Convenience remains a key growth driver for staple foods in Switzerland

Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

#### WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends

Innovation in staple foods is likely to focus on health, clean labels and sustainability

Rising costs and external risks may put upward pressure on staple food prices in Switzerland

## COMPETITIVE LANDSCAPE

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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-switzerland/report](http://www.euromonitor.com/baked-goods-in-switzerland/report).