



Euromonitor
International

Self-Service Cafeterias in Switzerland

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Self-Service Cafeterias in Switzerland - Category analysis

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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

COMPETITIVE LANDSCAPE

Migros leads, offering affordable and high-quality meals

Tibits appeals to health-conscious consumers

Chained operators dominate with extensive cafeteria networks

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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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