



# Supermarkets in Switzerland

April 2025

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## Supermarkets in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

A tough year for supermarkets as consumers look for savings  
Coop leads thanks to large store network and strong portfolio of products  
Smaller chains face strong competition from other channels

#### PROSPECTS AND OPPORTUNITIES

Supermarkets set to return to growth as the economy picks up  
Migros and Coop likely to remain on top  
E-commerce presents challenges and opportunities for supermarkets

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