



Euromonitor  
International

# Limited-Service Restaurants in Switzerland

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## Limited-Service Restaurants in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising demand for convenient and affordable dining

#### INDUSTRY PERFORMANCE

Strong value growth in 2025

Chicken limited-service restaurants benefit from international brand expansion, local revival efforts, and evolving consumer preferences  
fulfilment and value-for-money trade-offs

#### WHAT'S NEXT?

Continued growth driven by value and health

Digitalisation evolving from a convenience feature into a strategic growth enabler

Sustainability and automation shape the future

#### COMPETITIVE LANDSCAPE

McDonald's maintains its clear lead in 2025

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## [Consumer Foodservice in Switzerland - Industry Overview](#)

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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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