



Euromonitor  
International

# Staple Foods in Switzerland

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## Staple Foods in Switzerland

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

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Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

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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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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

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### [Breakfast Cereals in Switzerland](#)

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Muesli and granola record strong growth, driven by health and convenience trends

## WHAT'S NEXT?

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[Rice, Pasta and Noodles in Switzerland](#)

## KEY DATA FINDINGS

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Growth is driven by convenience, health and sustainability trends in Switzerland

### INDUSTRY PERFORMANCE

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Noodles drive value growth within rice, pasta and noodles, led by convenience and bold flavours

### WHATS NEXT?

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## COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG maintains its leadership in rice, pasta and noodles in Switzerland

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