



**Euromonitor
International**

Meals and Soups in Switzerland

November 2025

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Meals and Soups in Switzerland - Category analysis

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2025 DEVELOPMENTS

Switzerland's meals and soups market grows through interest in time-saving and healthy options

INDUSTRY PERFORMANCE

Convenience and premium innovation drive category growth

Chilled ready meals gain momentum with fresh and healthy appeal

WHAT'S NEXT?

Convenience and quality to define category evolution

Health and wellness to remain central to innovation

Sustainability drives responsible innovation and local sourcing

COMPETITIVE LANDSCAPE

Migros leads through innovation and breadth of private label offer

PepsiCo drives category dynamism with Alvalle Gazpacho

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Supermarkets remain the main channel through accessibility and variety

E-commerce accelerates as digital convenience reshapes shopping habits

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Cooking Ingredients and Meals in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Health and sustainability trends boost sales of cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and time-saving formats support busy lifestyles

Natural and health-focused innovation strengthens brand appeal

Sustainability and local sourcing remain defining purchase factors

WHAT'S NEXT?

Health, sustainability, and naturalness to remain at the forefront
Convenience and time efficiency to guide future launches
Plant-based trends to gain further traction
Geopolitical risks and trade developments may impact pricing

COMPETITIVE LANDSCAPE

Migros refocuses on its retail core to strengthen market leadership
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