

Hypermarkets in Switzerland

March 2024

Table of Contents

Hypermarkets in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition from other grocery retailers intensifies in 2023 as Switzerland is hit by high inflation

Competitive landscape remains consolidated and unchanged

E-commerce presents challenges and opportunities for Migros and Coop

PROSPECTS AND OPPORTUNITIES

Migros and Coop expected to switch focus to smaller format stores at the expense of hypermarkets

Hypermarkets expected to see more investment in digital services while embracing the shift to e-commerce

Sustainability will remain a growing concern for consumers

CHANNEL DATA

- Table 1 Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023
- Table 2 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 3 Hypermarkets GBO Company Shares: % Value 2019-2023
- Table 4 Hypermarkets GBN Brand Shares: % Value 2020-2023
- Table 5 Hypermarkets LBN Brand Shares: Outlets 2020-2023
- Table 6 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 7 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Retail in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Value for money and sustainability are key trends in 2023

Transparency and provenance are increasingly displayed on packaging

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Easter

MARKET DATA

- Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
- Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
- Table 10 Sales in Retail Offline by Channel: Value 2018-2023
- Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 12 Retail Offline Outlets by Channel: Units 2018-2023
- Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 18 Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 20 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

- Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 24 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 26 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 28 Retail GBO Company Shares: % Value 2019-2023
- Table 29 Retail GBN Brand Shares: % Value 2020-2023
- Table 30 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 31 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 32 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 33 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 34 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 35 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 36 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 37 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 43 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 45 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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