



Retail E-Commerce in Switzerland

March 2024

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Retail E-Commerce in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales through e-commerce moderate in 2023 as local consumers returned to pre-pandemic shopping behaviour

Delivery services bolster sales of food through the online channel

Price comparison functions benefit appliances and electronics sales through e-commerce

PROSPECTS AND OPPORTUNITIES

E-commerce will continue its upward trajectory thanks to ongoing improvements in services

In-store shopping will continue to appeal to some Swiss consumers in the years ahead

Well-established online marketplaces will continue to see growth in Switzerland

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Value for money and sustainability are key trends in 2023

Transparency and provenance are increasingly displayed on packaging

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