

## **Hypermarkets in Switzerland**

Market Direction | 2023-03-03 | 34 pages | Euromonitor

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### **Report description:**

Hypermarkets sell a wide range of products and are a popular shopping destination in Switzerland. They are known for their convenience and wide selection of products. The competitive landscape within hypermarkets in Switzerland is limited to retail giants Migros or Coop, with the former dominating both in terms of number of outlets and value sales. Hypermarkets are often located on the outskirts of big cities and fulfil the consumer demand for a one-stop shopping experience.

Euromonitor International's Hypermarkets in Switzerland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hypermarkets market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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