

Limited-Service Restaurants in Switzerland

Market Direction | 2023-04-05 | 36 pages | Euromonitor

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Report description:

Limited-service restaurants posted another positive performance in 2022. It was the most resilient to the pandemic and subsequent restrictions in 2020 compared to other channels, recording the lowest declines in terms of value sales and transaction numbers. This was due to established alternative services to eat-in, such as takeaway, home delivery and drive-through, enabling consumers to still enjoy their favourite brands without risking exposure to the virus. These services were not impacted by...

Euromonitor International's Limited-Service Restaurants in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Chained Limited-Service Restaurants, Independent Limited-Service Restaurants, Limited-Service Restaurants by Type.

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

Why buy this report?

- * Get a detailed picture of the Limited-Service Restaurants 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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reliable information resources to help drive informed strategic planning.

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Value sales recover to pre-pandemic levels but transactions remain lower

Sales through drive-through remain elevated despite return to eat-in and other options

McDonald's retains convincing leadership in 2022 despite losing ground to competitors

PROSPECTS AND OPPORTUNITIES

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Outlet expansion to continue to be driven by major brands

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