

Switzerland Foodservice - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The Switzerland Foodservice Market size is estimated at USD 16.60 billion in 2024, and is expected to reach USD 24.77 billion by 2029, growing at a CAGR of 8.33% during the forecast period (2024-2029).

Menu innovations and increased investments in fine-dine restaurants propelling growth

- The Swiss foodservice market is dominated by quick service restaurants, followed by cafes & bars. The growth of the online foodservice market and the rising immigrant population in the country are the major drivers of the market. In 2021, 39% of the permanent residents had a migration background.
- The FSR market in Switzerland is expected to grow by 8.03%, by value, during the forecast period. The market was driven by the fine-dine restaurants in the country. The food scene of Switzerland, which has many FSR restaurants, exhibits a great deal of regional diversity. This suits the Swiss market, majorly because the country is a prime tourist destination in Europe, especially during July-August when it is high season.
- The cafes & bars sub-segment is anticipated to be the second fastest-growing segment and is projected to register a CAGR of 8.70%, by value, during the forecast period. The growth will be fueled by the rising wine consumption in the country. Wine consumption rose to 255 million liters in 2021, following a decline in alcohol sales in 2020 due to the health crisis. White wine consumption, which rose by 4 million liters to a total of 88.2 million liters, is the main contributor to the growth. On the other hand, the consumption of red wine nearly remained unchanged (+0.8 million liters) and is now at 167 million liters.
- The QSR sub-segment is mainly driven by regional fast food and breakfast options, with cuisines like burgers, ice creams, and pizzas. Fondue is one of the most consumed dishes in the country. It is ever-present in QSR restaurants and consumed at every mealtime. As a result, per-capita cheese consumption is more than 20 kg each year in the country. There are also more than 450

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types of cheese in Switzerland.

Switzerland Foodservice Market Trends

FSR outlets in Switzerland to grow, led by fine dining: growth driven by increasing disposable income and return to pre-pandemic travel

- The foodservice industry in Switzerland is primarily dominated by cafes & bars, followed by quick service and full service restaurants. The future growth of the industry is expected to be led by the fine-dining restaurant category, particularly as international travel has returned to pre-pandemic levels and more business travel is taking place across the country. The market expansion is also influenced by the high disposable income in Switzerland, with an average household disposable income of USD 63,704 in 2022. Among the cantons, Valais had the lowest average household disposable income at USD 40,681, while Zug had the highest at USD 86,727.

- In 2022, the Michelin Guide featured 535 restaurants in Switzerland, including four with three Michelin stars, 25 with two Michelin stars, and 107 with one Michelin star. About 138 restaurants were awarded the title of Bib Gourmand, recognizing their offering of a three-course meal at a reasonable price. About 29 restaurants received the Michelin green star for their commitment to sustainable practices. Cafes & bars outlets are projected to experience the rapid growth in Switzerland, with a CAGR of 1.13% during the forecast period. This growth can be attributed to the flourishing coffee industry, particularly in the area of roasted coffee, in the country. Switzerland ranks as the sixth-largest importer of green coffee in Europe, and its market is known for its interest in high-quality and increasingly sustainable coffee. The Swiss market presents an attractive destination for coffee exporters as it directly purchases coffee from various producing nations.

FSRs in Switzerland adapt to rising prices, new competition, and changing consumer preferences

- In Switzerland, full-service restaurants (FSR) had the highest average order value in 2022, with a price of USD 33.84. FSR establishments are implementing new technologies and services to stay competitive in a market where customers increasingly value convenience. Mobile payments, internet ordering, and home delivery are becoming more prevalent in the full-service industry. With the expanding number of dining options available to consumers, including pre-packaged restaurant meals, pricing has become a critical concern. Emerging competitors, such as subscription meal kit providers, have the potential to disrupt the industry in the future. Popular dishes offered by FSR cuisines include hummus, Indian curries, and butter chicken, priced at USD 13, USD 24.5, and USD 32 per 300 g, respectively.

- Switzerland, as one of the affluent nations in Central Europe and a significant travel hub, boasts gastronomic diversity across its various cantons, highlighting its multi-ethnic and multilingual nature. The exposure to different cultures has led to the wider consumption of Indian, Korean, and other Asian cuisines throughout the country. The average order value for Asian cuisine meals is USD 27.5 per 300 g.

- The growing number of aggregators and home-delivery food distributors has brought about new opportunities in the foodservice industry, particularly in Switzerland. These platforms allow restaurateurs to launch virtual brands or expand their existing restaurants at a low cost. This trend enables restaurant owners to grow and tap into other markets. Popular dishes ordered

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through cloud kitchens in Switzerland in 2022 include pizza and tacos, priced at USD 21 and USD 23 per serving, respectively.

Switzerland Foodservice Industry Overview

The Switzerland Foodservice Market is fragmented, with the top five companies occupying 9.18%. The major players in this market are Candrian Catering AG, Coop Gruppe Genossenschaft, Migros Group, SV Group AG and Yum! Brands Inc. (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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