

## **Hypermarkets in Switzerland**

Market Direction | 2024-03-04 | 35 pages | Euromonitor

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### **Report description:**

Despite, or rather because of, average price increases, grocery sales and thus sales through grocery retailers, including hypermarkets, declined in Switzerland in 2023. Local consumers remained highly price sensitive and prioritised essential purchases or bought discounted items and those on special offer. Moreover, many switched towards private label products and discounters. Bulk purchasing, which is often more common in hypermarkets, was less visible since many consumers were less willing and...

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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Euromonitor International  
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