

Retail E-Commerce in Switzerland

Market Direction | 2024-03-04 | 39 pages | Euromonitor

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Report description:

E-commerce enjoyed a boom during the pandemic as many local consumers spent significant amounts of time at home for work and leisure and reduced spending on events, entertainment and shopping in-store. As a result, growth was more moderate in 2023. Moreover, the high cost of living led many Swiss consumers to prioritise spending on essential products and forego impulse purchases, for which e-commerce is often associated.

Euromonitor International's Retail E-Commerce 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.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce 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 Retail E-Commerce 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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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

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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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