



**Euromonitor
International**

Consumer Foodservice in Switzerland

March 2026

Table of Contents

Consumer Foodservice in Switzerland

EXECUTIVE SUMMARY

Consumers prioritise value-for-money options, efficiency, and quality experiences

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth driven by inflation and shifting dining habits

Inflation drives value-conscious dining and fulfilment

Loyalty programmes strengthen consumer engagement

WHAT'S NEXT?

Moderate growth, with consumers prioritising unique dining experiences

New fronts of innovation

Sustainability: from differentiator to expectation

COMPETITIVE LANDSCAPE

McDonald's dominates with its well-developed network of outlets, efficient operations, and continuous adaptation

Dynamic performance drivers in 2025

Expansion of international limited-service restaurant chains and strategic repositioning of full-service restaurant players

CHANNELS

Independent foodservice operators remain the backbone of the market

Innovation: the compulsory strategy

MARKET DATA

Table 1 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 2 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 3 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 4 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 5 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 6 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 7 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 8 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 9 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 10 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 11 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 12 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 13 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Cafés/Bars in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stagnant value sales amid inflation and high living costs

INDUSTRY PERFORMANCE

Consumers more selective about discretionary purchases

Specialist coffee and tea shops offer experiences that justify the higher price point and encourage customer loyalty

Balancing fulfilment and value for money

WHAT'S NEXT?

Diverging futures: cafés outperform, while bars/pubs struggle

Evolution of fulfilment in cafés and bars

Sustainability as a defining trend

COMPETITIVE LANDSCAPE

Starbucks leads and Switzerland remains a strategically important market for the company

McCafé's dynamic growth driven by its value-for-money positioning and convenience

Swiss consumers value the personal service and authenticity of independent outlets

CATEGORY DATA

Table 14 - Cafés/Bars by Category: Units/Outlets 2020-2025

Table 15 - Sales in Cafés/Bars by Category: Number of Transactions 2020-2025

Table 16 - Sales in Cafés/Bars by Category: Foodservice Value 2020-2025

Table 17 - Cafés/Bars by Category: % Units/Outlets Growth 2020-2025

Table 18 - Sales in Cafés/Bars by Category: % Transaction Growth 2020-2025

Table 19 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2020-2025

Table 20 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2021-2025

Table 21 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2022-2025

Table 22 - Forecast Cafés/Bars by Category: Units/Outlets 2025-2030

Table 23 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2025-2030

Table 24 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2025-2030

Table 25 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2025-2030

Table 26 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2025-2030

Table 27 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2025-2030

DISCLAIMER

[Full-Service Restaurants in Switzerland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand shifts toward more affordable formats

INDUSTRY PERFORMANCE

Stagnation amid economic pressure

Asian full-service restaurants benefit from continued diversification

Fulfilment and value-for-money trade-offs

WHAT'S NEXT?

Moderate value growth expected as consumers value unique or high-end concepts

Rising importance of convenience and flexibility

Sustainability to become a major priority

COMPETITIVE LANDSCAPE

Highly fragmented competitive landscape

Value growth driven by new outlets

Preference for local, authentic dining experiences ensures independents lead

CATEGORY DATA

Table 28 - Full-Service Restaurants by Category: Units/Outlets 2020-2025

Table 29 - Sales in Full-Service Restaurants by Category: Number of Transactions 2020-2025

Table 30 - Sales in Full-Service Restaurants by Category: Foodservice Value 2020-2025

Table 31 - Full-Service Restaurants by Category: % Units/Outlets Growth 2020-2025

Table 32 - Sales in Full-Service Restaurants by Category: % Transaction Growth 2020-2025

Table 33 - Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2020-2025

Table 34 - GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2021-2025

Table 35 - GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2022-2025

Table 36 - Forecast Full-Service Restaurants by Category: Units/Outlets 2025-2030

Table 37 - Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2025-2030

Table 38 - Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2025-2030

Table 39 - Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2025-2030

Table 40 - Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2025-2030

Table 41 - Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2025-2030

DISCLAIMER

Limited-Service Restaurants in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for convenient and affordable dining

INDUSTRY PERFORMANCE

Strong value growth in 2025

Chicken limited-service restaurants benefit from international brand expansion, local revival efforts, and evolving consumer preferences
 fulfilment and value-for-money trade-offs

WHAT'S NEXT?

Continued growth driven by value and health

Digitalisation evolving from a convenience feature into a strategic growth enabler

Sustainability and automation shape the future

COMPETITIVE LANDSCAPE

McDonald's maintains its clear lead in 2025

Chickeria and Tibits enjoy a strong year

Chained foodservice operators lead, benefiting from consumer trust and familiarity

CATEGORY DATA

Table 42 - Limited-Service Restaurants by Category: Units/Outlets 2020-2025

Table 43 - Sales in Limited-Service Restaurants by Category: Number of Transactions 2020-2025

Table 44 - Sales in Limited-Service Restaurants by Category: Foodservice Value 2020-2025

Table 45 - Limited-Service Restaurants by Category: % Units/Outlets Growth 2020-2025

Table 46 - Sales in Limited-Service Restaurants by Category: % Transaction Growth 2020-2025

Table 47 - Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2020-2025

Table 48 - GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2021-2025

Table 49 - GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2022-2025

Table 50 - Forecast Limited-Service Restaurants by Category: Units/Outlets 2025-2030

Table 51 - Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2025-2030

Table 52 - Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2025-2030

Table 53 - Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2025-2030

Table 54 - Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2025-2030

Table 55 - Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2025-2030

DISCLAIMER

Self-Service Cafeterias in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Decline amid high living costs and rising price sensitivity

INDUSTRY PERFORMANCE

Self-service cafeterias face pressure from street stalls/kiosks and higher-end restaurants

Balancing health, cost, and efficiency

WHAT'S NEXT?

Decline as consumers shift toward more flexible and higher-fulfilment formats

The evolution of fulfilment

Sustainability increasingly central to both consumer choice and operational strategy

COMPETITIVE LANDSCAPE

Migros leads, offering affordable and high-quality meals

Tibits appeals to health-conscious consumers

Chained operators dominate with extensive cafeteria networks

CATEGORY DATA

Table 56 - Self-Service Cafeterias: Units/Outlets 2020-2025

Table 57 - Sales in Self-Service Cafeterias: Number of Transactions 2020-2025

Table 58 - Sales in Self-Service Cafeterias: Foodservice Value 2020-2025

Table 59 - Sales in Self-Service Cafeterias: % Units/Outlets Growth 2020-2025

Table 60 - Sales in Self-Service Cafeterias: % Transaction Growth 2020-2025

Table 61 - Sales in Self-Service Cafeterias: % Foodservice Value Growth 2020-2025

Table 62 - GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2021-2025

Table 63 - GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2022-2025

Table 64 - Forecast Self-Service Cafeterias: Units/Outlets 2025-2030

Table 65 - Forecast Sales in Self-Service Cafeterias: Number of Transactions 2025-2030

Table 66 - Forecast Sales in Self-Service Cafeterias: Foodservice Value 2025-2030

Table 67 - Forecast Self-Service Cafeterias: % Units/Outlets Growth 2025-2030

Table 68 - Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2025-2030

Table 69 - Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2025-2030

DISCLAIMER

Street Stalls/Kiosks in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Independent street stalls/kiosks benefit from consumers seeking convenient, on-the-go options

INDUSTRY PERFORMANCE

Independent street stalls/kiosks adapt to evolving trends and consumer preferences

Fulfilment-value trade-offs in 2025

WHAT'S NEXT?

Further growth of independent street stalls/kiosks

Rising demand for higher-quality ingredients, healthier options and quick service

Growing focus on sustainability

COMPETITIVE LANDSCAPE

Leading Migros benefits from high consumer confidence
Brezelkönig enjoys a reputation for freshness and quality
Chains lead as consumers favour recognised brands

CATEGORY DATA

Table 70 - Street Stalls/Kiosks: Units/Outlets 2020-2025
Table 71 - Sales in Street Stalls/Kiosks: Number of Transactions 2020-2025
Table 72 - Sales in Street Stalls/Kiosks: Foodservice Value 2020-2025
Table 73 - Street Stalls/Kiosks: % Units/Outlets Growth 2020-2025
Table 74 - Sales in Street Stalls/Kiosks: % Transaction Growth 2020-2025
Table 75 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2020-2025
Table 76 - GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2021-2025
Table 77 - GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2022-2025
Table 78 - Forecast Street Stalls/Kiosks: Units/Outlets 2025-2030
Table 79 - Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2025-2030
Table 80 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2025-2030
Table 81 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2025-2030
Table 82 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2025-2030
Table 83 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2025-2030

DISCLAIMER

Consumer Foodservice By Location in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Standalone outlets remain the most numerous

INDUSTRY PERFORMANCE

Consumer foodservice through travel benefits from increased travel and tourism
Rising demand for healthier options

WHAT'S NEXT?

Players need to adapt to evolving consumer trends
Tourists seek local, unique, culinary experiences
Different locations cater to different consumer demographics

CATEGORY DATA

Table 84 - Consumer Foodservice by Location: Units/Outlets 2020-2025
Table 85 - Sales in Consumer Foodservice by Location: Number of Transactions 2020-2025
Table 86 - Sales in Consumer Foodservice by Location: Foodservice Value 2020-2025
Table 87 - Consumer Foodservice by Location: % Units/Outlets Growth 2020-2025
Table 88 - Sales in Consumer Foodservice by Location: % Transaction Growth 2020-2025
Table 89 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2020-2025
Table 90 - Consumer Foodservice Through Standalone: Units/Outlets 2020-2025
Table 91 - Sales in Consumer Foodservice Through Standalone: Number of Transactions 2020-2025
Table 92 - Sales in Consumer Foodservice Through Standalone: Foodservice Value 2020-2025
Table 93 - Consumer Foodservice Through Standalone: % Units/Outlets Growth 2020-2025
Table 94 - Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2020-2025
Table 95 - Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2020-2025

Table 96 - Consumer Foodservice Through Leisure: Units/Outlets 2020-2025

Table 97 - Sales in Consumer Foodservice Through Leisure: Number of Transactions 2020-2025

Table 98 - Sales in Consumer Foodservice Through Leisure: Foodservice Value 2020-2025

Table 99 - Consumer Foodservice Through Leisure: % Units/Outlets Growth 2020-2025

Table 100 - Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2020-2025

Table 101 - Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2020-2025

Table 102 - Consumer Foodservice Through Retail: Units/Outlets 2020-2025

Table 103 - Sales in Consumer Foodservice Through Retail: Number of Transactions 2020-2025

Table 104 - Sales in Consumer Foodservice Through Retail: Foodservice Value 2020-2025

Table 105 - Consumer Foodservice Through Retail: % Units/Outlets Growth 2020-2025

Table 106 - Sales in Consumer Foodservice Through Retail: % Transaction Growth 2020-2025

Table 107 - Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2020-2025

Table 108 - Consumer Foodservice Through Lodging: Units/Outlets 2020-2025

Table 109 - Sales in Consumer Foodservice Through Lodging: Number of Transactions 2020-2025

Table 110 - Sales in Consumer Foodservice Through Lodging: Foodservice Value 2020-2025

Table 111 - Consumer Foodservice Through Lodging: % Units/Outlets Growth 2020-2025

Table 112 - Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2020-2025

Table 113 - Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2020-2025

Table 114 - Consumer Foodservice Through Travel: Units/Outlets 2020-2025

Table 115 - Sales in Consumer Foodservice Through Travel: Number of Transactions 2020-2025

Table 116 - Sales in Consumer Foodservice Through Travel: Foodservice Value 2020-2025

Table 117 - Consumer Foodservice Through Travel: % Units/Outlets Growth 2020-2025

Table 118 - Sales in Consumer Foodservice Through Travel: % Transaction Growth 2020-2025

Table 119 - Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2020-2025

Table 120 - Forecast Consumer Foodservice by Location: Units/Outlets 2025-2030

Table 121 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2025-2030

Table 122 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2025-2030

Table 123 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2025-2030

Table 124 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2025-2030

Table 125 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2025-2030

Table 126 - Forecast Consumer Foodservice Through Standalone: Units/Outlets 2025-2030

Table 127 - Forecast Sales in Consumer Foodservice Through Standalone: Number of Transactions 2025-2030

Table 128 - Forecast Sales in Consumer Foodservice Through Standalone: Foodservice Value 2025-2030

Table 129 - Forecast Consumer Foodservice Through Standalone: % Units/Outlets Growth 2025-2030

Table 130 - Forecast Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2025-2030

Table 131 - Forecast Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2025-2030

Table 132 - Forecast Consumer Foodservice Through Leisure: Units/Outlets 2025-2030

Table 133 - Forecast Sales in Consumer Foodservice Through Leisure: Number of Transactions 2025-2030

Table 134 - Forecast Sales in Consumer Foodservice Through Leisure: Foodservice Value 2025-2030

Table 135 - Forecast Consumer Foodservice Through Leisure: % Units/Outlets Growth 2025-2030

Table 136 - Forecast Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2025-2030

Table 137 - Forecast Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2025-2030

Table 138 - Forecast Consumer Foodservice Through Retail: Units/Outlets 2025-2030

Table 139 - Forecast Sales in Consumer Foodservice Through Retail: Number of Transactions 2025-2030

Table 140 - Forecast Sales in Consumer Foodservice Through Retail: Foodservice Value 2025-2030

Table 141 - Forecast Consumer Foodservice Through Retail: % Units/Outlets Growth 2025-2030

Table 142 - Forecast Sales in Consumer Foodservice Through Retail: % Transaction Growth 2025-2030

Table 143 - Forecast Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2025-2030

Table 144 - Forecast Consumer Foodservice Through Lodging: Units/Outlets 2025-2030

Table 145 - Forecast Sales in Consumer Foodservice Through Lodging: Number of Transactions 2025-2030

Table 146 - Forecast Sales in Consumer Foodservice Through Lodging: Foodservice Value 2025-2030

Table 147 - Forecast Consumer Foodservice Through Lodging: % Units/Outlets Growth 2025-2030

Table 148 - Forecast Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2025-2030

Table 149 - Forecast Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2025-2030

Table 150 - Forecast Consumer Foodservice Through Travel: Units/Outlets 2025-2030

Table 151 - Forecast Sales in Consumer Foodservice Through Travel: Number of Transactions 2025-2030

Table 152 - Forecast Sales in Consumer Foodservice Through Travel: Foodservice Value 2025-2030

Table 153 - Forecast Consumer Foodservice Through Travel: % Units/Outlets Growth 2025-2030

Table 154 - Forecast Sales in Consumer Foodservice Through Travel: % Transaction Growth 2025-2030

Table 155 - Forecast Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2025-2030

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-foodservice-in-switzerland/report.