



Euromonitor
International

Baked Goods in Switzerland

November 2025

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2025 DEVELOPMENTS

Baked goods records resilient growth driven by convenience and health trends

INDUSTRY PERFORMANCE

Baked goods records stable value growth amid cost pressures and regulatory changes

Frozen baked goods and packaged flatbreads drive growth in baked goods in 2025

WHAT'S NEXT?

Swiss baked goods is expected to sustain growth despite supply risks and shifting consumer perceptions

Health and wellness is expected to drive innovation and demand in Swiss baked goods

Sustainable sourcing is set to drive ethical and environmentally friendly baked goods

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Migros Genossenschaftsbund eG remains the leading company, while artisanal bakeries face structural pressures

Dr. Schär leads growth in 2025, driven by gluten-free and specialty nutrition

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Staple Foods in Switzerland - Industry Overview

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Value growth is driven by convenience, health and sustainability in 2025

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INDUSTRY PERFORMANCE

Convenience remains a key growth driver for staple foods in Switzerland

Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends

Innovation in staple foods is likely to focus on health, clean labels and sustainability

Rising costs and external risks may put upward pressure on staple food prices in Switzerland

COMPETITIVE LANDSCAPE

Migros consolidates its leadership through private label, local sourcing and strategic investments

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