



Edible Oils in Switzerland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Edible oils boosted by perception they are healthier than butter

INDUSTRY PERFORMANCE

Health awareness and everyday cooking sustain steady growth

Olive oil dominates as Mediterranean influence drives preference

WHAT'S NEXT?

Premiumisation to define the future of edible oils

Health and nutrition trends to sustain long-term appeal

Sustainability commitments to influence industry strategies

COMPETITIVE LANDSCAPE

Retail private label brands reinforce leadership through trust and quality

Salov S.p.A. strengthens position with innovation and transparency

CHANNELS

Supermarkets dominate distribution through accessibility and promotion

E-commerce gains relevance through convenience and competitive pricing

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Cooking Ingredients and Meals in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Health and sustainability trends boost sales of cooking ingredients and meals

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and time-saving formats support busy lifestyles

Natural and health-focused innovation strengthens brand appeal

Sustainability and local sourcing remain defining purchase factors

WHAT'S NEXT?

Health, sustainability, and naturalness to remain at the forefront

Convenience and time efficiency to guide future launches

Plant-based trends to gain further traction

Geopolitical risks and trade developments may impact pricing

COMPETITIVE LANDSCAPE

Migros refocuses on its retail core to strengthen market leadership

PepsiCo gains traction through innovation in chilled meal solutions

Migros ends Alnatura partnership amid strategic realignment

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