



Cooking Ingredients and Meals in Switzerland

November 2025

Table of Contents

Cooking Ingredients and Meals in Switzerland

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

CHANNELS

Supermarkets dominate as the preferred retail format

E-commerce expands rapidly with convenience and promotion-driven growth

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Switzerland

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

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Switzerland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Switzerland's meals and soups market grows through interest in time-saving and healthy options

INDUSTRY PERFORMANCE

Convenience and premium innovation drive category growth

Chilled ready meals gain momentum with fresh and healthy appeal

WHAT'S NEXT?

Convenience and quality to define category evolution

Health and wellness to remain central to innovation

Sustainability drives responsible innovation and local sourcing

COMPETITIVE LANDSCAPE

Migros leads through innovation and breadth of private label offer

PepsiCo drives category dynamism with Alvalle Gazpacho

CHANNELS

Supermarkets remain the main channel through accessibility and variety

E-commerce accelerates as digital convenience reshapes shopping habits

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sauces, Dips and Condiments in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-driven innovation and products that add flavour to meals boost sales

INDUSTRY PERFORMANCE

Convenience and flavour experimentation sustain positive momentum

Pickled products gain popularity through health and global-flavour appeal

WHAT'S NEXT?

Convenience and versatility to underpin future growth

Health and naturalness to guide innovation pipelines

Sustainability commitments shape corporate strategies

COMPETITIVE LANDSCAPE

Nestlé maintains leadership through innovation and brand strength

Reitzel Suisse SA gains momentum with creative pickled innovations

CHANNELS

Supermarkets dominate as trusted one-stop destinations

E-commerce grows rapidly through convenience and assortment

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sweet Spreads in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

More natural, lighter options boost interest in sweet spreads

INDUSTRY PERFORMANCE

Health and naturalness guide product innovation
Jams and preserves remain central to growth through premium and health cues

WHAT'S NEXT?

Moderate but steady growth expected as health and price dynamics evolve
Health-driven preferences to shape future consumption
Local sourcing and ethical production gain greater importance

COMPETITIVE LANDSCAPE

Private label maintains leadership through range and trust
Alnatura strengthens position with organic and nut-based expertise

CHANNELS

Supermarkets dominate through broad assortment and accessibility
E-commerce expands as digital grocery shopping becomes habitual

CATEGORY DATA

- Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025
- Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025
- Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025
- Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025
- Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025
- Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025
- Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025
- Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025
- Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030
- Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030
- Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030
- Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS 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/cooking-ingredients-and-meals-in-switzerland/report.