



**Euromonitor
International**

Staple Foods in Switzerland

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Staple Foods in Switzerland

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

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Health and wellness trends shape demand for staple foods in 2025

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

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

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WHAT'S NEXT?

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Muesli and granola will drive growth as health and wellness is expected to grow in importance

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WHAT'S NEXT?

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