Grocery Retailers - Switzerland

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In 2010, German discounters Aldi and Lidl continued to put Migros and Coop under pressure, leading them into a fierce price war. Migros is under particular threat, as its customers are especially price-conscious, and are more likely to turn to discounters. As a result, Migros registered a 3% decline in sales of its economy private label M-Budget in 2009, when sales were expected to increase. The retailer responded to the challenge from Aldi and Lidl with significant price cuts and an increased...

Euromonitor International's Grocery Retailers in Switzerland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Clothing and Footwear Specialist Retailers, Discounters, Electronics and Appliance Specialist Retailers, Food/Drink/Tobacco Specialists, Health and Beauty Specialist Retailers, Home and Garden Specialist Retailers, Hypermarkets, Leisure and Personal Goods Specialist Retailers, Mixed Retailers, Other Grocery Retailers, Other Non-Grocery Retailers, Small Grocery Retailers, Supermarkets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Grocery Retailers market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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