

Non-Food specialist formats

The Coop Non-Food specialist formats generated net sales of 7.8 billion Swiss francs in 2024. The 16 different formats comprise 1 448 sales outlets and operations. The specialist formats are dedicated to omnichannel strategies and are investing in new, attractive shop designs and modern online shops. They are also integrated into the Super-card app.

Highlights from the Non-Food formats

The table below lists highlights from the year under review.



Switzerland's most successful department store chain.

Highlights in 2024

- Gained market shares in both Non-Food and Food
- New Naturaline shop in all department stores
- Coop City Fusterie in Geneva and the Coop City Winterthur food department remodelled
- Further expansion of sustainable, innovative product ranges

Sales outlets



30

Online shop



www.coop-city.ch



The place to go for all questions about health, vitality and beauty. Here to help. Instantly. Discreetly.

Highlights in 2024

- Solid organic growth and gains in market share
- Enhanced customer satisfaction
- Successful launch of «Consult plus», a service for acute care in nine pharmacies
- Significant increase in the proportion of generics to reduce healthcare costs in Switzerland

Sales outlets



86

Online shop



www.coopvitality.ch



Coop's auxiliary fund offering an attractive interest rate on a deposit account.

Highlights in 2024

- Deposit account with an attractive interest rate and a lucrative investment opportunity in medium-term notes of two to eight years
- Advantageous terms for foreign currency exchange with the option to order online
- Services and personal advice free of charge

Sites



24

More information: www.coop-depositenkasse.ch



The largest direct sales travel agent for package holidays in Switzerland.

Highlights in 2024

- Significant increase in online sales
- Expansion of the range with tours and new destinations
- Enhancement and automation of customer communication through new CRM solution
- Investing in the training and expertise of employees and enhancing their strong loyalty

Destinations



118

Online shop



www.itscoop.ch



Switzerland's premier omnichannel shopping experience.

Highlights in 2024

- Market shares in consumer electronics significantly increased
- New build and renovation of 25 stores featuring a new, state-of-the-art omnichannel store concept in all language regions
- Innovative and comprehensive product ranges: product range in the online shop increased from 280 000 to over 320 000 articles
- Joined «Euronics International», the largest purchasing group for consumer electronics in Europe

Sales outlets



164

Online shop



www.interdiscount.ch

LIVIQUE

The best shopping experience combining advice and inspiration.

Highlights in 2024

- Increased brand awareness
- New Livique store opened in Mels
- Swedish brand «Scapa» introduced to the living and sleeping segments
- Expansion of product configurators and augmented reality

Sales outlets



26

Online shop



www.livique.ch



Switzerland's leading building supplies store.

Highlights in 2024

- Market share increased
- New sales outlet opened in the Coop Centre Littoral, Allaman, featuring the new store design concept
- Successful launch of new Jumbo app with expanded digital advice
- «35 years of Oecoplan» anniversary year with numerous activities surrounding the sustainable own-label brand

Sales outlets



112

Online shop



www.jumbo.ch



The first choice for lighting.

Highlights in 2024

- Market leader in the lighting sector
- Introduction of the brands Oligo, Urban Design, Giberti Luce
- Opening of Lumimart Altendorf
- Modernization of Lumimart Spreitenbach

Sales outlets



20

Online shop



www.lumimart.ch

CHRIST

Watches & Jewellery

The prime destination for watches and jewellery.

Highlights in 2024

- Growth with jewellery by Christ
- New ranges launched: "Christ Labgrown Diamonds" collection and Christ wedding rings with ring configurator
- Renovations at Haag, Fusterie, Morges and Pfäffikon completed; new store opened at Letzipark
- Customer satisfaction improved further

Sales outlets



61

Online shop



www.christ-swiss.ch

IMPORT PARFUMERIE

The leading Swiss prestige perfume store.

Highlights in 2024

- Market shares gained
- Introduction of the «Chanel» brand in 19 stores
- New store concept implemented in another 8 stores
- Customer club membership increased to 450 000

Sales outlets



106

Online shop



www.impo.ch



THE BODY SHOP

The natural and sustainable cosmetics company.

Highlights in 2024

- Acquisition of The Body Shop International in September by the Auréa Group as the new owner
- Successful Christmas donation drive in aid of the «Kinderhilfe Sternschnuppe» children's foundation

Sales outlets



33

Online shop



www.thebodyshop.ch



Biggest podology institute in Switzerland.

Highlights in 2024

- Renewed growth in new customers thanks to billing through basic insurance
- Service expanded to two new care homes
- Cooperation with doctors intensified

Number
of treatments



Over 26 000

More information:

www.per-piedi.ch



Fitness chain with the highest growth.

Highlights in 2024

- More than 78 000 visitors
- Opening of seven fitness centres for a total of 82 sites
- Modernization of four centres
- Launch of a new training app

Sites



More information: www.update-fitness.ch



The leading online provider of electrical household appliances with a comprehensive range of services.

Highlights in 2024

- Market shares gained
- Expansion of Supercard offers
- Range expanded by 10%
- Improvement of website navigation

Online shop



www.nettoshop.ch



Leading company in household electronics – extensive service offering, expertise and personal advice.

Highlights in 2024

- Market shares gained
- Company realignment on track
- New online platform launched
- Customer satisfaction enhanced

Sales outlets



139

Online shop



www.fust.ch



Specialist in the repair, sale and installation of household appliances by all brands for rental properties.

Highlights in 2024

- Positive customer trend
- High customer satisfaction
- Digital service expansions for customers
- Commissioning of the 2 200 m² photovoltaic system at the head office

Deployments



Over 100 000

More information: www.service7000.ch