

Retail Business Area

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Business Area

Retail

Coop continues to invest in affordable prices and, as a sustainability pioneer, celebrates 35 years of Oecoplan. Numerous sales outlets of various formats are given a new look and embrace innovative online tools. Coop Pronto AG is now wholly owned by Coop.

In 2024, the Coop Group generated net retail sales of 20.8 billion Swiss francs, and its extensive, modern network of supermarket sales outlets, their proximity to customers and their diverse and innovative product range proved a tremendous asset.

Sales formats and range

In the Retail business area, the Coop Group operates supermarkets as well as numerous specialist formats for many different customer needs. At the end of 2024, it had 2 418 sales outlets throughout Switzerland. Coop also boasts a wide range of online shops and systematically combines online and offline retail (omnichannel). Virtually all of Coop's specialist formats now have their own online shops in addition to their brick-and-mortar sales outlets.

Coop attaches particular strategic importance to its sustainable ranges. In 2024, net sales from sustainable products in the Retail business totalled around 5.2 billion Swiss francs. Sales of organic products alone came to almost 1.8 billion Swiss francs.

Coop is committed to long-term partnerships with Swiss agriculture and promotes the sustainable sourcing of regional products. Coop also collaborates internationally with producers committed to high social and environmental standards. The Coop Group handles the sourcing of Food and Non-Food products in Asia via its subsidiary Eurogroup Far East. Meanwhile, subsidiary Alifresca is responsible for procuring fruit and vegetables from southern Europe.

Total sales in Retail

20.8 CHF billion



Supermarkets and food formats

The Coop supermarkets generated net sales of 12.1 billion Swiss francs in 2024. With 970 stores, Coop has the densest network of sales outlets in Switzerland. In the 2024 financial year, 17 new sales outlets were opened and 13 closed. Coop implemented the new store concept 2025+ in a total of 19 supermarkets in 2024, bringing the total number of new-style supermarkets to 352.

Highlights from the food formats

The table below lists highlights from the year under review.



The Coop supermarkets have the densest network of sales outlets in Switzerland

Highlights in 2024

- Additional market shares gained
- Price reductions on over 2 400 products and investment of CHF 80 million in more affordable consumer prices
- More new apprentices: 1 218 young people in 33 different professions
- Fighting food waste: Largest donor of food to social organizations, distributing over 34.4 million plates of food in total

Coop.ch

The omnichannel platform with the biggest selection and personal home deliveries.

Highlights in 2024

- Increase in the number of deliveries by 9%, rise in net sales, and expansion of the wine range to over 5 000 vintages
- Most affordable online shopping basket according to K-Tipp
- Coop.ch bolstered in Western Switzerland with expansion of the Bussigny site and optimization of the delivery area
- Cost savings through new delivery vehicles with expanded capacity, integration of the Coop City toys range, and introduction of a special offer alert

Coop stores

 **970**

New products

 over **3 000**

Online shop

 www.coop.ch

Coop own-label brands



Quality label



- This list is a selection of the key own-label brands and quality labels. For more information about Coop own-label brands, visit www.coop.ch/labels



The number one in the Swiss convenience market.

Highlights in 2024

- Complete acquisition of Coop Pronto AG by Coop, meaning it is now 100% Swiss-owned
- Opening of six new filling stations with a shop
- Expansion of «On the go»: advancement of concepts and product ranges with a focus on hot sales, fresh salads and coffee; expansion of hot food options and the hot dog offering through modern infrastructure such as warming plates and hot dog equipment
- Promoting sustainability through environmentally friendly refrigeration technology, sustainable coffee cups, photovoltaics units on roofs, and opening an additional hydrogen filling station

Sales outlets  **329**

More information: www.coop-pronto.ch



Coop to go offers exclusive takeaway products not available in any other Coop format.

Highlights in 2024

- Over 15 million customers served in 23 sales outlets
- Innovative and trendy new offerings such as chilled cereal bars

Sales outlets  **23**

More information: www.cooptogo.ch



Enjoyment every day, at fair prices.

Highlights in 2024

- Significant increase in market shares and 4.7% rise in customer frequency
- Acquisition of 556 new corporate customers
- Successful new openings in Lausanne and Allaman, nine reopenings following renovations
- Almost 1 200 JaMaDu birthday parties held

Restaurants  **180**

More information: www.coop-restaurant.ch

Betty Bossi

Switzerland's number one for cooking, baking and indulgence.

Highlights in 2024

- Launch of the new Betty Bossi website – featuring a new design and new IT infrastructure
- Co-development of the new sustainability initiative Nice to Save Food
- 17 000 questions about products and cooking answered via the digital advisor «Ask Betty»
- Reconditioning and sale of returned electrical appliances for a «second life»

Reach of magazine  **1.57** million

More information: www.bettybossi.ch

FOOBY

The culinary platform and the store format for artisanal food, regional products and sustainability, with a leading recipe app.

Highlights in 2024

- 3.1% increase in customer frequency
- House-made sandwiches, tartare and focaccia with bread from our own bakery

Page views



Over **115** million

More information: www.fooby.ch/bel-air



Coop's authentic Italian specialities and store format.

Highlights in 2024

- 5.7% increase in customer frequency
- Expansion of non-alcoholic Italian spirits and beers

Products



230

More information:

www.saporiditalia.ch

Karma

The trendy store format and range for vegetarian and vegan products in the Karma product line.

Highlights in 2024

- 2.4% increase in customer frequency
- Expansion of plant-based products in the takeaway section, such as the vegetable-based tartare

Products



282

More information: www.karmastore.ch



Coop's hotel group.

Highlights in 2024

- Increase in number of overnight stays
- The Märthof boutique hotel is awarded its first Michelin Key
- Umbrella brand boosted through the addition of eight establishments
- «Swisstainable Level II» achieved and «Green Key» certification in progress

Hotels



More information: www.balehotels.ch



Innovative and on-trend fast casual catering.

Highlights in 2024

- Expansion of the franchise concept: fourth Nooba location opened, in Andermatt
- Opening of Yalda Grill: new takeaway concept near the Zurich opera house
- Introduction of innovative self-service options at Yoojis in Bern railway station: create your own sushi rolls and order via a «self-order» screen
- Renovation of the sushi production facility

Restaurants



More information: www.twospice.ch

Marché

Schweiz Suisse Svizzera



The refreshing host at busy locations and number one in motorway catering.

Highlights in 2024

- Increase in market share
- Over 11 million visitors served
- Marché Zurich Airport: serving 1.4 million visitors from around the world
- Successful reopening of the Deitingen Süd service station with a Marché café-bar and a Burger King

Restaurants



More information: www.marche-schweiz.ch

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.

coop city

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

coop vitality+

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 depositenkasse

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

ITS coop TRAVEL

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 & Jewelry

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

 **82**

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

Fust

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

7000 SERVICE

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