

## 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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://www.saporiditalia.ch)

# Karma<sup>♥</sup>

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](http://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](http://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](http://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](http://www.marche-schweiz.ch)