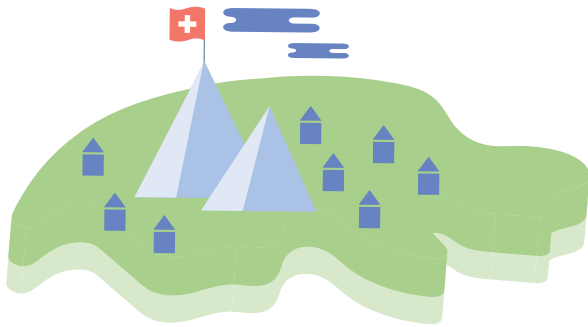


Overall market



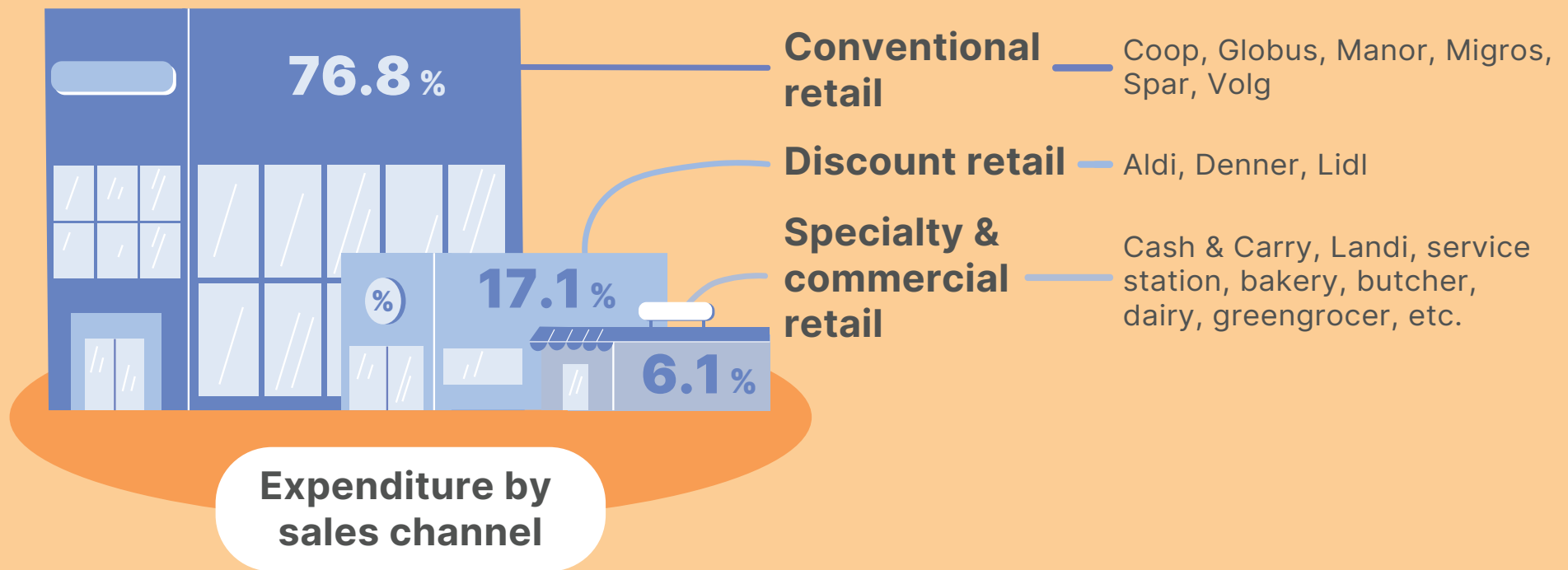
CHF 29.9 bn

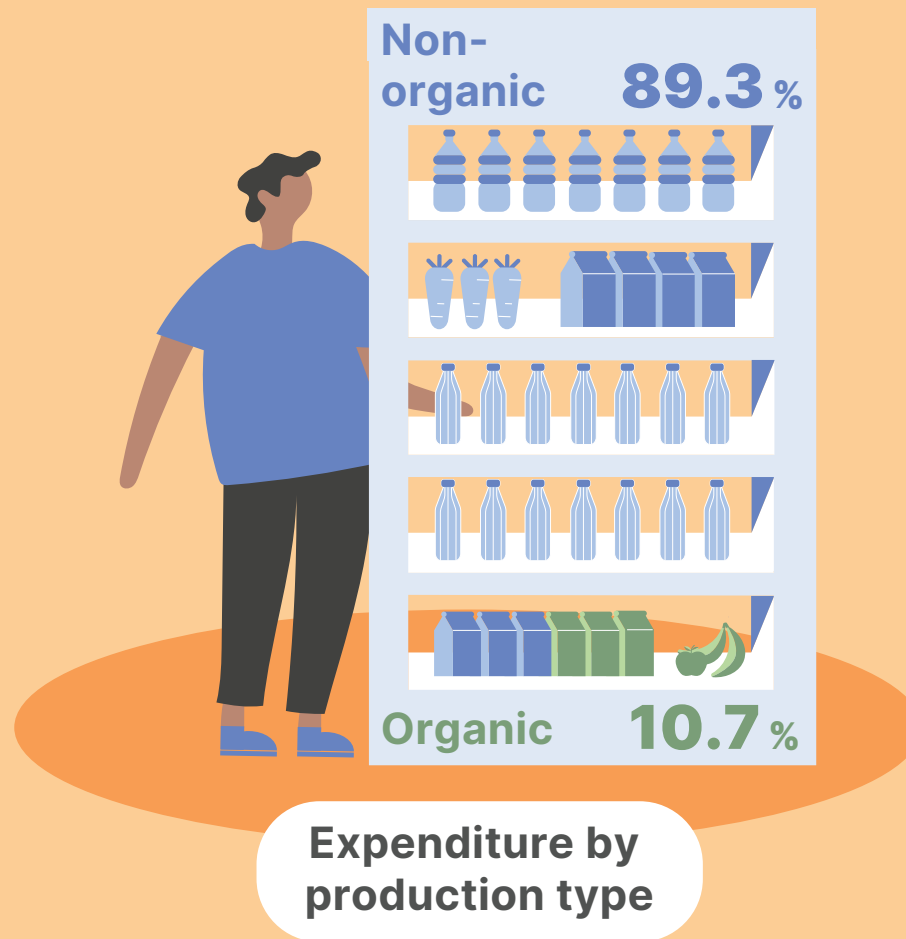
was spent on food in the Swiss retail sector by Switzerland's resident population (8.6 million people) in 2020.

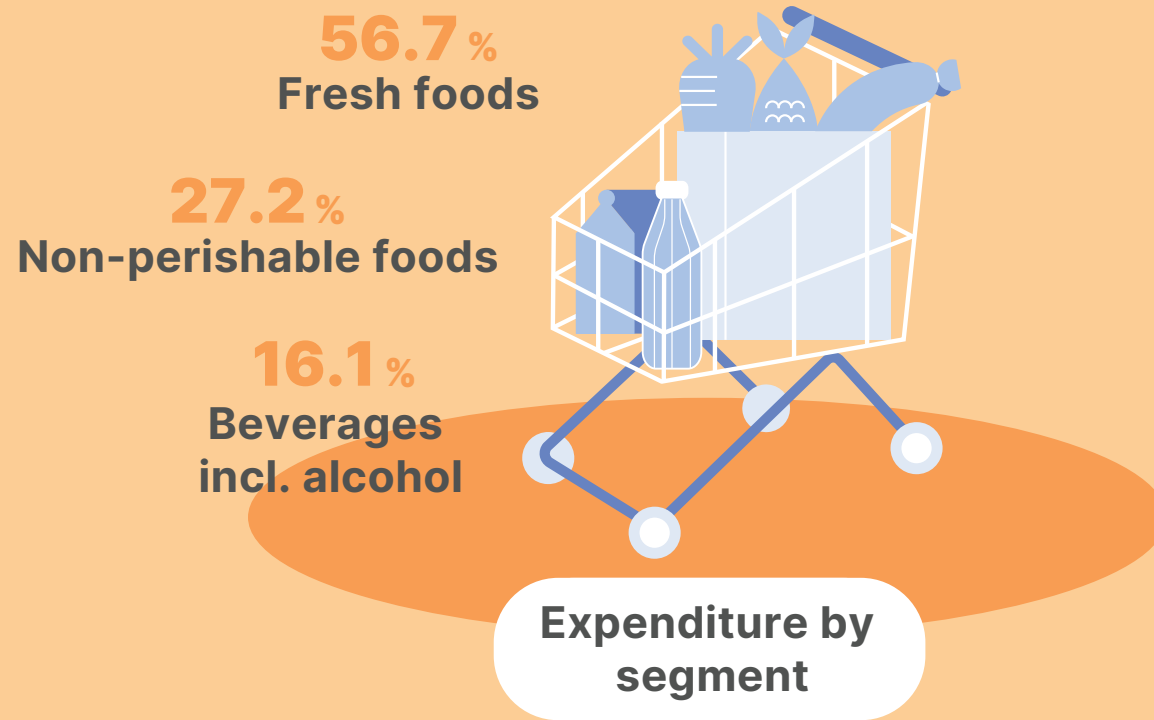
Private household

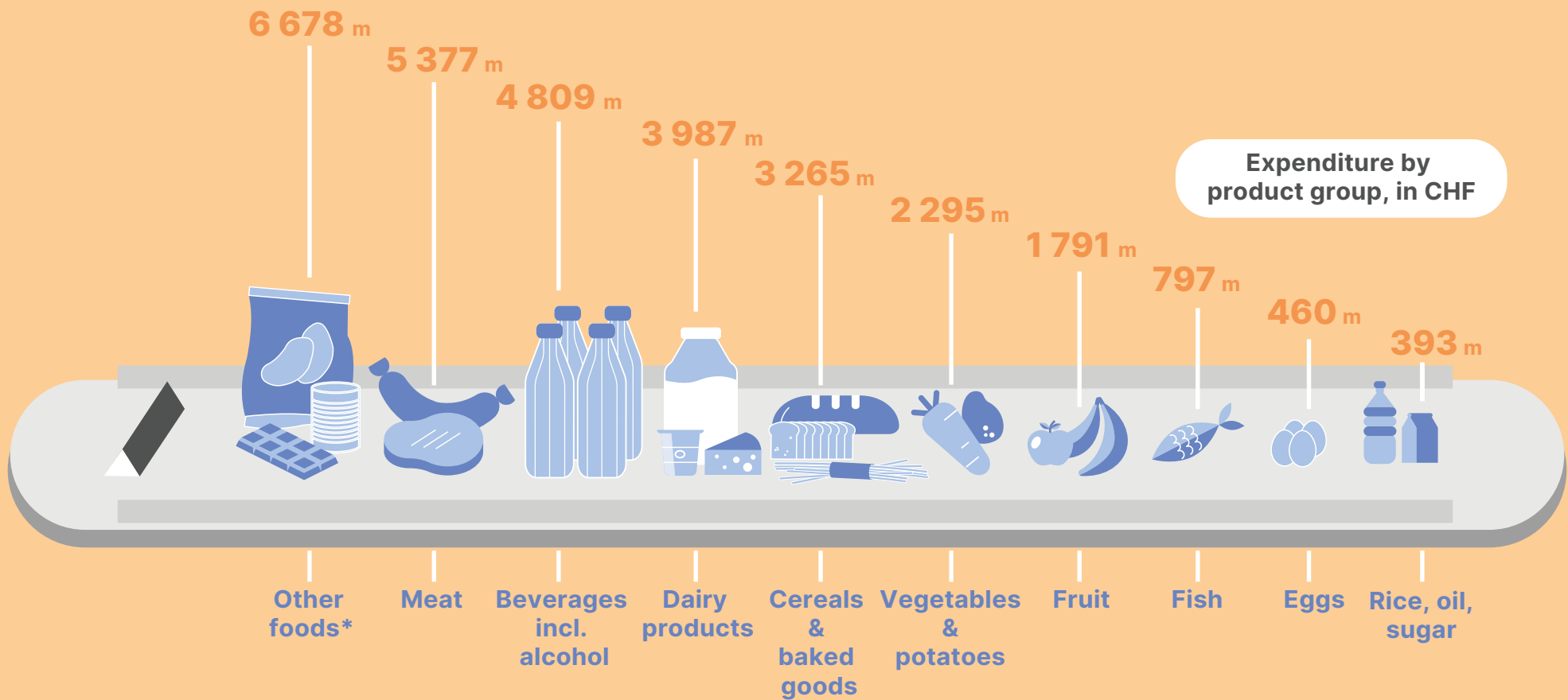
CHF 7 680

was spent on food in the Swiss retail sector by a Swiss private household (2.2 persons) in 2020. This represents 7% of total consumption expenditure. CHF 820 is spent on organic foods.

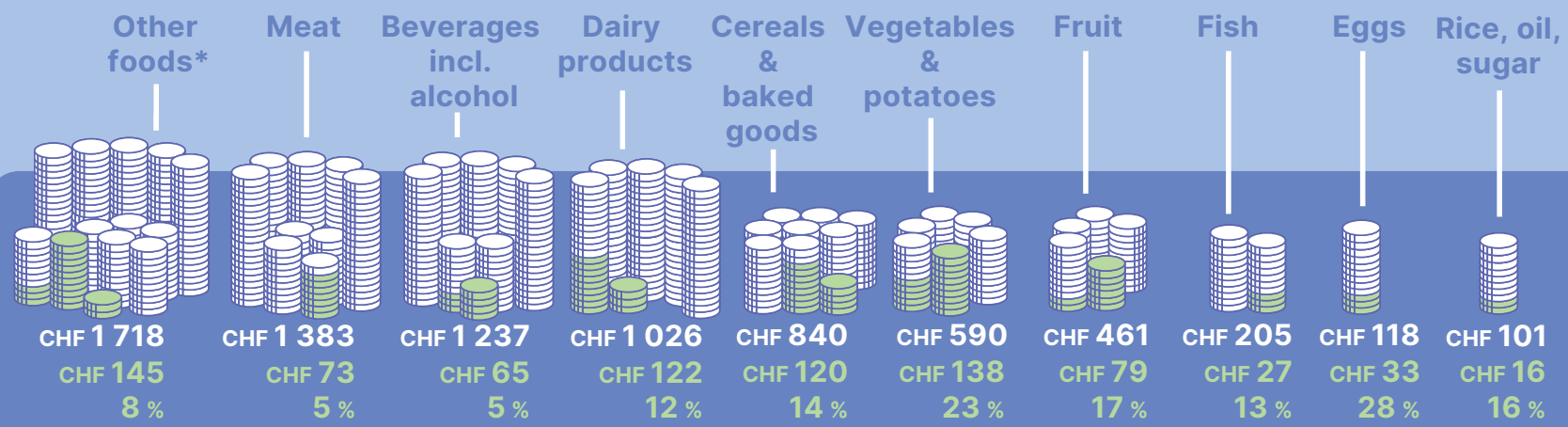








Sources: Federal Office of Agriculture (FOAG), Market Analysis Unit; Nielsen Schweiz; Federal Statistical Office



Expenditure by product group per private household

☐ = CHF 10

◼ = of which organic in CHF and in %

* Confectionery, convenience food, spreads, snacks, frozen food, cooking ingredients, etc.

Expenditure by household type

Food expenditure varies by household type. For sociodemographic comparisons of households, one animal and one plant-based product group were considered, plus one additional product group where differences are particularly marked.

Interpreting the figures:

On average, fish accounts for 4.0% of the food expenditure of a private household in French-speaking Switzerland and 2.1% in German-speaking Switzerland.



	French-speaking Switzerland	German-speaking Switzerland
Meat	20.2 %	20,4 %
Vegetables & potatoes	7.5 %	7,7 %
Fish	4.0 %	2.1 %

Expenditure by household type

Food expenditure varies by household type. For sociodemographic comparisons of households, one animal and one plant-based product group were considered, plus one additional product group where differences are particularly marked.

Interpreting the figures:

A private household with children spends on average 3.8% of its food expenditure on alcoholic beverages, a private household without children 7.4%.



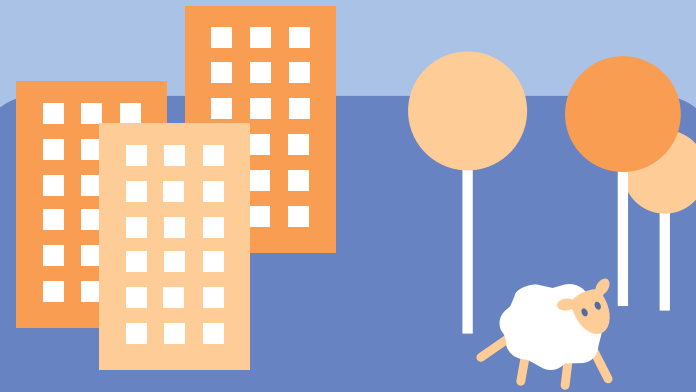
	with children	without children
Meat	21.3 %	20.0 %
Vegetables & potatoes	7.1 %	7.8 %
Alcoholic beverages	3.8 %	7.4 %

Expenditure by household type

Food expenditure varies by household type. For sociodemographic comparisons of households, one animal and one plant-based product group were considered, plus one additional product group where differences are particularly marked.

Interpreting the figures:

A private household in the city spends on average 14.8% of its food expenditure on milk, a private household in the countryside 16.4%.



	Urban	Rural
Meat	19.8 %	20.9 %
Vegetables & potatoes	7.7 %	7.4 %
Dairy	14.8 %	16.4 %