

## Non-Food specialist formats

The Coop Non-Food specialist formats generated net sales of 8.023 billion Swiss francs in 2023. The 16 different formats (counting Coop Mineraloel and Heizöl as one format) comprise 1 460 sales outlets and operations. New shop designs were implemented at 42 sales outlets. The specialist formats are dedicated to omnichannel strategies and are investing in new, attractive shop designs and modern online shops. They are also integrated in the Super-card app.

### Highlights from the Non-Food formats

The table below lists highlights from the year under review.



The best shopping experience for home electronics

#### Highlights in 2023

- Customer satisfaction improved further
- Three stores opened, in Wettingen, Würenlingen and Zurich Airport, with a new, modern store design
- Zurich Airport branch fitted out with its first self-checkout tills
- Entire sales crew issued with mobile advice and sales solution on tablets, which can be used anywhere
- Data transfer service successfully launched for mobile phones
- Entire branch network issued with plotters for screen protectors
- Start made on integrating Microspot.ch ranges into the Interdiscount online shop
- 280 000 home electronics products in total in the online range

Points of sale



167

Online shop



[www.interdiscount.ch](http://www.interdiscount.ch)



Switzerland's leading building supplies store.

#### Highlights in 2023

- Customer satisfaction improved further
- Range harmonization implemented in all sales outlets
- Logistics routes and systems standardized
- New store concept developed
- New sales outlet opened in the Fribourg Sud Centre
- JUMBot digital advice assistant launched
- Own-label brands AYCE, Jardin Royal and Mood distributed in all stores
- Bicycle workshop introduced at another 20 stores, now represented in a total of 63 stores
- Rental of trailers, drills, sanders, grinders, saws and cleaning equipment rolled out in another 30 stores, available in a total of 79 stores
- Connection to central Coop workshop in Wangen bei Olten for repairs and servicing

Points of sale



111

Online shop



[www.jumbo.ch](http://www.jumbo.ch)

## lumimart

The first choice for Lighting.

### Highlights in 2023

- Increased market share and consolidated its position as market leader
- Customer satisfaction improved further
- Integrated Lumimart opened in Livique Villars-sur-Glâne
- New look for lumimart.ch
- New lighting systems by the brands “Paul Neuhaus” and “Herzblut”

Points of sale



19

Online shop



[www.lumimart.ch](http://www.lumimart.ch)

## LIVIQUE

An ideal shopping experience combining inspiration and expertise .

### Highlights in 2023

- Customer satisfaction improved further
- New Livique store opened in Villars-sur-Glâne
- Livique Pratteln modernized
- New look for livique.ch
- Introduction of mobile customer advice, with tablets and configurators for furniture
- New service: stain protection for upholstered furniture

Points of sale



26

Online shop



[www.livique.ch](http://www.livique.ch)

## coop city

Switzerland's most successful department store chain.

### Highlights in 2023

- Positive customer trend
- Further big market share gains
- New store concept implemented at Coop City Geneva Plainpalais
- New store concept implemented in the food department at Coop City Zurich Bellevue
- New brand identity for Naturaline in textiles and cosmetics
- Online offering further expanded

Points of sale



30

Online shop



[www.coop-city.ch](http://www.coop-city.ch)

## coop vitality+

Everything that is good for your health, from prescription medicines to beauty products.

### Highlights in 2023

- Customer satisfaction improved further
- Roll-out of new store concept at nine more locations
- Pharmacy network expanded, with the integration of Oron-la-Ville pharmacy
- Growth in “Primary Care”: initial medical advice and dispensing of prescription medicines without a doctor's prescription
- Sharp rise in TBE (tick) and flu vaccinations
- Increase in sales of generics, own-label brands, and dermocosmetics, food supplements and complementary medicine.

Points of sale



89

Online shop



[www.coopvitality.ch](http://www.coopvitality.ch)



## THE BODY SHOP

The natural and sustainable cosmetics company.

### Highlights in 2023

- Customer satisfaction improved further
- Completion of relaunch of entire range, all overhauled products certified 100% vegan and in environmentally-friendly packaging
- Successful Christmas donation drive for the Dachorganisation der Frauenhäuser Schweiz (umbrella organization of women's shelters in Switzerland)
- 40th anniversary of The Body Shop Switzerland with numerous activities

Points of sale



38

Online shop



[www.thebodyshop.ch](http://www.thebodyshop.ch)

## CHRIST

Watches & Jewellery

The prime destination for watches and jewellery.

### Highlights in 2023

- Customer satisfaction improved further
- Brig and Solothurn branches refurbished
- Pleasing growth in the CHRIST categories: Swiss-made watches in the premium segment, fashion jewellery, own-label CHRIST jewellery, in particular gold jewellery, Silverspirit, mens and kids, and services
- Live shopping established as an advice and sales channel, with more than 28 broadcasts
- Watch recycling set up with social institution Bürgerspital Basel (Basel citizens' hospital) – more than 6 000 watches already recycled

Points of sale



61

Online shop



[www.christ-swiss.ch](http://www.christ-swiss.ch)

## IMPORT PARFUMERIE

The leading Swiss prestige perfume store.

### Highlights in 2023

- Customer satisfaction improved further
- New store concept implemented in another 15 stores
- Prestige and luxury brands Givenchy, Kérastase and Baobab introduced
- Make-up services introduced for day/evening make-up
- "The Member Club" membership increased to 380 000

Points of sale



105

Online shop



[www.impo.ch](http://www.impo.ch)

## Fust

The leading provider for electrical household appliances and kitchen or bathroom makeovers.

### Highlights in 2023

- Customer satisfaction improved further
- Fust Sustainability Check helps customers run their appliances as efficiently as possible, for as long as possible
- Simple and quick in-store service appointments, book via text message or 24/7 at [fust.ch](http://fust.ch)
- Expansion of expertise in kitchen and bathroom makeovers Offering project management too, we are a "one-stop shop"

Points of sale



150

Online shop



[www.fust.ch](http://www.fust.ch)



Biggest podology institute in Switzerland.

#### Highlights in 2023

- Positive customer trend
- Health insurance billing for diabetes patients introduced
- Personal advice from master orthopaedic shoe-maker, and manufacture of insoles
- Growth in new customers

**Number of treatments**  over **25 000**

More information: [www.per-piedi.ch](http://www.per-piedi.ch)



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

#### Highlights in 2023

- Positive customer trend
- 30th anniversary
- Brand image updated
- Over 20% of service notifications already sent digitally, e.g. using QR codes

**Deployments**  over **100 000**

More information: [www.service7000.ch](http://www.service7000.ch)



The market leader in Switzerland, with a modern network of Coop filling stations.

#### Highlights in 2023

- Slight market gains at a high level
- Two hydrogen filling stations planned in 2024
- AdBlue available on fuel pumps at 78 locations

**Points of sale**  **327**

More information: [www.coop-mineraloel.ch](http://www.coop-mineraloel.ch)



Switzerland's number one for cooking and indulgence.

#### Highlights in 2023

- 3.7% increase in reach of Betty Bossi magazine
- Launch of nutritional supplement products, such as proteins, dietary fibre, vitamins and minerals
- Launch of the Betty Bossi AI bot "Ask Betty", answering users' questions
- Health app "Gesund Abnehmen" (lose weight healthily) very successful

**Reach of magazine**  **1.62 million.**

More information: [www.bettybossi.ch](http://www.bettybossi.ch)



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

#### Highlights in 2023

- 10% greater product variety
- Higher customer satisfaction scores
- Link to Coop Supercard

**Online shop**  [www.nettoshop.ch](http://www.nettoshop.ch)



The travel agent owned by Coop and Rewe – number one in Switzerland in direct sales of beach holiday packages.

#### Highlights in 2023

- Strong growth in guests and sales and exceeded the figures prior to the Covid crisis
- Range and availability increased thanks to direct link to airlines
- Sales team successfully strengthened and high service quality ensured
- Increase in visitor numbers, conversion rate and sales on the website

#### Destinations

 **129**

#### Online shop

 [www.itscoop.ch](http://www.itscoop.ch)



The new Number 2 on the Swiss fitness market.

#### Highlights in 2023

- More than 69 000 members
- Expansion to 74 locations in 17 cantons, making it the no. 2 in Switzerland
- More training courses offered in the update academy

#### Sites

 **74**

More information: [www.update-fitness.ch](http://www.update-fitness.ch)



For warmth and well-being.

#### Highlights in 2023

- Popular online shop: 60% of incoming orders are placed online
- myclimate continues to enable CO<sub>2</sub> offsetting

#### Online orders



over **13 000**

More information: [www.coop-heizoel.ch](http://www.coop-heizoel.ch)



Attractive digital account and pension solutions.

#### Highlights in 2023

- Launch of new and completely digital solution for financial and pension products

More information: [www.coopfinanceplus.ch](http://www.coopfinanceplus.ch)



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

#### Highlights in 2023

- Lucrative investment in medium-term notes of 2 to 8 years
- Locations became established in all parts of the country

#### Points of sale



**24**

More information: [www.coop-depositenkasse.ch](http://www.coop-depositenkasse.ch)