

Retail Business Area

Coop is once again investing in affordable prices, is committed to artisanal methods in its supermarkets and stocks the largest vegan and vegetarian range. The specialist formats boast impressive new store layouts while Jumbo, as the undisputed leader on the Swiss DIY and gardening market, combines the best of both worlds.

In 2022, the Coop Group generated net retail sales of CHF 19.9 billion, and its extensive 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 every customer need. At the end of 2022, it had 2 425 sales outlets throughout Switzerland, which is 29 more than the previous year. Coop also boasts a wide range of online shops and systematically combines online and offline trade (omnichannel). Almost all of Coop's specialist formats now have their own online shops in addition to their brick-and-mortar stores.

Coop attaches particular strategic importance to its sustainable ranges. In 2022, Coop's retail sales from sustainable products totalled almost CHF 4.9 billion (for details see sustainable.coop.ch). Sales of organic products alone came to almost CHF 1.7 billion.



Supermarkets and food formats

The Coop supermarkets generated net sales of over CHF 11.6 billion in 2022. With 960 stores, Coop has the densest network of sales outlets in Switzerland. In the 2022 financial year, 11 new sales outlets were opened and 6 closed. Coop implemented the new store concept 2025+ in a total of 42 supermarkets in 2022, bringing the total number of new-style supermarkets to 247.

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 2022

- Another 42 branches remodelled according to the new store concept, by the end of 2022 247 branches had been remodelled
- 11 new sales outlets opened
- First megastore according to 2025+ concept in Tenero, Ticino
- Prix Garantie range expanded to 1 270 products with the same price and same quality as a discounter
- Range of vegetarian/vegan products increased to 2 000 items, biggest range in the Swiss retail market
- World's largest Fairtrade range with 1 360 products
- Over 20 900 sustainable products in the range
- Swiss vertically farmed herbs added to the range
- Supporting Swiss mountain regions with own-label brand Pro Montagna for 15 years
- In-store artisanal range further expanded, with in-store bakeries, cheese humidors, deli and fresh food islands and fish and meat counters
- CHF 50 million invested in price cuts
- Till receipts no longer automatically printed at any checkouts
- Commitment to fight food waste broadened, with donations of over 20 million meals to organizations such as "Tischlein deck dich" and "Schweizer Tafel"
- Cooperation with more than 50 Swiss institutions and foundations for people with disabilities

Coop.ch

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

Highlights 2022

- Growth rates of 8.5% compared with 2021
- New customers acquired during pandemic retained and customer growth continued
- Largest online food range with over 18 000 products, wine range expanded by 500 to more than 2 700 wines
- Eco-Score introduced, with information about a product's environmental impact in cooperation with Beelong
- Launch of "My Coop", individually tailored offers, to enable customers to quickly complete a full shop
- Two new logistics hubs became operational in Winterthur and Conthey, for even greater customer proximity and faster delivery

Points of sale  960 ⁺⁵

New products  3 332

Online shop  www.coop.ch



The number one in the Swiss convenience market.

Highlights 2022

- Meat, dairy, bread and water ranges expanded
- Ultra-fresh Ready to eat and Ready to cook ranges expanded to include Freshly Made products
- Hot dogs added to freshness concept at 181 locations, and sandwiches made fresh daily at 320 locations
- New, high-performance Franke coffee machines installed for Coffee to go across the whole shop network
- All Coop Pronto shops redesigned, with wood effect
- Collaboration between Coop Pronto and EcoDrive, sharing tips on reducing Co2e2e emissions
- CO₂e offsetting enabled by collaboration with Myclimate
- CO₂e offsetting of Coop's own vehicle fleet

Points of sale  320

More information: www.coop-pronto.ch



Coop's authentic Italian delicatessen and store format.

Highlights 2022

- Launch of "Too Good To Go" at all Sapori sales outlets to reduce food waste
- Innovative new products, such as Sapori d'Italia Manitoba flour

Products  311

More information: www.saporiditalia.ch



Coop to go offers exclusive take-away products not available in any other Coop format.

Highlights 2022

- Launch of "Too Good To Go" at all Coop to go sales outlets to reduce food waste

Points of sale  20

More information: www.cooptogo.ch



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

Highlights 2022

- Greenbox: New range of salads, freshly made on the premises in reusable packaging with a CHF 5 deposit
- Innovative new products, such as Karma Max Havelaar Creamy Hazelnut Balls

Products  323

More information: www.karmastore.ch



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

Highlights 2022

- Launch of a pasta station with freshly-made pasta to eat at once, prepared in a wok with the sauce of your choice
- New Swipe&Cook feature for discovering recipes in a fun way

Page views  65 million

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

coop restaurant

Culinary treats every day, at fair prices.

Highlights 2022

- Marked increase in market shares and sales
- Nationwide launch of lactose-free and vegan milk alternatives in all Coop restaurants
- Huge increase in share of organic bud label to 15.2%
- 1 new restaurants and 6 re-opened restaurants
- Launch of social media content (TikTok, Instagram, Facebook)

Restaurants  **183**

More information: www.coop-restaurant.ch

twospice



Innovative and contemporary fast casual catering.

Highlights 2022

- After the impact of Covid, sales of each brand are once again trending upwards
- Coop's stake increased to over 50%
- Yooji's range of vegan products increased by 7% to 20% since 2018
- Pleasing sales growth at Yalda
- More plant-based protein sources added to the Rice Up! brand
- Zenbu brand develops well (sushi line at Coop)

Restaurants  **28**

More information: www.twospice.ch

Marché

Schweiz Suisse Svizzera



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

Highlights 2022

- Strong recovery in sales after the Covid pandemic
- Successful refurbishment at Zurich Airport
- Burger King at St. Jakob Park in Basel, the ninth store to have successfully opened
- Acquisition of the three Swiss Popeyes companies and opening of the first own Popeyes branch at the Letzipark shopping mall
- Nationwide launch of Too Good To Go app to reduce food Waste
- Nationwide integration of the Coop Supercard

Restaurants  **45** ⁺⁶

More information: www.marche.ch

Betty Bossi

Switzerland's number one for cooking and indulgence.

Highlights 2022

- Relaunch of the Betty Bossi recipe app with over 100 000 users per month
- "20 years of Betty Bossi products on Coop's shelves": anniversary of the highly successful collaboration between Betty Bossi and Coop
- Launch of first Betty Bossi vegan recipe book
- Major new digital feature in Betty Bossi recipe database – automated display of nutritional values, allergens, types of diet and seasonal dishes

Reach of the newspaper  **1.56** millions

More information: www.bettybossi.ch

Non-Food specialist formats

The Coop Non-Food specialist formats generated net sales of over CHF 8.4 billion in 2022. The 18 different formats (counting Coop Mineraloel and Heizöl as one format) comprise 1 465 sales outlets and operations and 20 online shops. New shop designs were implemented at 57 sales outlets. The specialist formats are dedicated to omnichannel strategies and are investing in new, attractive shop designs and modern online shops. They have also been integrated into the new Supercard app, and access to their online shops has been simplified.

Highlights from the Non-Food formats

The table below lists highlights from the year under review.



The best home electronics shopping experience in Switzerland.


Highlights 2022

- Pilot branch opened in Zurich with new shop design
- Improvements to availability and service level at Customer Care Center
- Apple brand zones integrated into another 20 stores
- Beurer health product displays set up in 170 stores
- Logitech brand zones integrated into 150 stores
- Mobile advice at sales outlets: more functionalities added to tablet (such as repair process)

Points of sale

 170

Online shop

 www.interdiscount.ch



The best online shopping experience.

Highlights 2022

- Market position and recognition further increased
- Integration into Coop's Supercard scheme
- Launch of microspot.ch app
- Help Center made available for easier handling of customer enquiries
- 100 000 items added to the range
- Range of e-bikes expanded with over 200 products (including premium brands such as "Flyer" and "Stromer")
- Expansion of accessories range for mobility, with brands such as "Thule", "POC" and "Abus"
- Expansion of home & living range with the brands "House Nordic", "Brilliant", "Steinhauer" and "Inter Link"
- Grilling and cooking range expanded

Pick-up points

 525

Online shop

 www.microspot.ch



Switzerland's leading building supplies store

Highlights 2022

- Once-separate Building & Hobby and Jumbo formats successfully amalgamated under a single brand
- All former Building & Hobby sales outlets renamed
- Corporate services at Dietlikon site merged
- Combined online shop launched and optimized for mobile devices
- Further harmonization of ranges
- New Chur Wiesental sales outlet opened
- Roll-out of Coop IT systems to the acquired Jumbo sales outlets
- All Jumbo employees integrated into the Coop Cooperative and the Coop collective employment contract adopted

Points of sale

 114 ⁺¹

Online shop

 www.jumbo.ch



The second-largest department store chain in Switzerland.

Highlights 2022

- "Bellacasa" shop design implemented at Coop City Lausanne St. Francois, and Neuchâtel remodelled
- New shop design with in-store bakery and deli counter in Zug and remodelling of Food at Geneva Plainpalais
- Market position further expanded
- "Bellacasa" shop redesigned to offer a more attractive customer experience
- Online offering further expanded

Points of sale

 31

Online shop

 www.coop-city.ch



The first choice for Lighting.


Highlights 2022

- New Lumimart Villmergen store
- Modernization of Lumimart Romanel
- "HAY", "Secto Design" and "Anglepoise" brands added to the range

Points of sale

 19 ⁺¹

Online shop

 www.lumimart.ch

LIVIQUE

The provider of customized furnishing solutions.

Highlights 2022

- First Livique boutique concept opened in the Centre Signy near Nyon
- Livique Biel and Livique Lyssach remodelled and modernized
- Design tool for furniture introduced at livique.ch
- Further expansion of the "Swiss Collection" umbrella brand, under which Swiss-made ranges by 10 Swiss manufacturers are sold
- "Willisau Design Collection" and "Novamobili" brands added to the range

Points of sale

 26

Online shop

 www.livique.ch



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

Highlights 2022

- Roll-out of new shop design at three locations: Basel Europe, Zurich Bahnhofstrasse, Delémont
- Pharmacy network expanded with two new stores in Huttwil and Bern Freudenberg
- Strong growth in “Primary Care” (initial medical advice) and dispensing of prescription medicines (without prescription from doctor)
- Increase in sales of generics and own-label brands

Points of sale

 86

Online shop

 www.coopvitality.ch

IMPORT PARFUMERIE

The leading Swiss prestige perfume store.

Highlights 2022

- New shop design implemented in 19 more stores
- New prestige and luxury brands introduced, including Tom Ford, Sisley Paris, Origins and Gisada
- Online engraving service introduced at impo.ch for over 600 products
- Live shopping introduced as another advice and sales channel
- “The Member Club” membership increased to 300 000

Points of sale

 108

Online shop

 www.impo.ch



THE BODY SHOP

The natural and sustainable cosmetics company.


Highlights 2022

- New shop design at Basel Freie Strasse and Geneva Balexert with refill station
- Relaunch of the entire range with new Edelweiss, Choice and Wellness lines; by 2023 100% of the range vegan-certified and with environmentally friendly packaging
- Successful fundraising campaign for children’s aid foundation Stiftung Kinderhilfe Sternschnuppe

Points of sale

 41

Online shop

 www.thebodyshop.ch

CHRIST

Watches & Jewellery

The prime destination for watches and jewellery.

Highlights 2022

- Kriens, Oftringen and Sierre stores refurbished
- Pleasing growth in all CHRIST categories: watches, jewellery and services. Successful development of CHRIST own-label brands, in particular Diamonds by CHRIST, Kids by CHRIST and Men’s by CHRIST
- Omni-Channel Readiness (ORI study 2022): CHRIST once again number 1 in the watches and jewellery sector.
- Live shopping successfully introduced as another advice and sales channel, with monthly broadcasts
- Fashion own-label brand Silver Spirit by CHRIST has its first new fashion watches range.
- Watch recycling launched, with social institution Bürgerspital Basel

Points of sale

 61

Online shop

 www.christ-swiss.ch

Fust

Just the job: number one for electrical household appliances and upgrading your kitchen or bathroom.

Highlights 2022

- 18 modernized and two new sales outlets
- Expansion of all remote advice channels: telephone sales, chat and video advice
- Online booking for repairs to large electrical appliances, with choice of home service appointments
- Kitchen/bathroom refurbishment expertise expanded with project management services under the one-stop shopping motto
- Re-design of online shop www.fust.ch

Points of sale



153

Online shop



www.fust.ch

netto**shop**.ch

Wir lieben Haushalt

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

Highlights 2022

- Gastro and Do it ranges expanded
- New logistics and service partners acquired for optimized customer service
- Next-day delivery before 9 p.m. for online orders that can be sent by post
- Introduction of SAP
- Introduction of new ticket system for Customer Service

Products



30 000

Online shop



www.nettoshop.ch

7000 SERVICE

Leistung aus Leidenschaft

A passion to perform.

Highlights 2022

- Strong growth in own-label brands
- Introduction of routine customer satisfaction surveys based on NPS; initial results above average
- Automated route planning introduced for service technicians

Deployments



95 000

More information:

www.service7000.ch

per piedi

podologische praxis

Biggest podology institute in Switzerland.

Highlights in 2022

- The podology practice moved to new, modern premises at Freie Strasse 38 in Basel
- Offering extended with additional treatment rooms
- Comfort shoe range moved to the shoe department at Pfauen Basel
- Strong growth in new customers
- Successful apprentice supervision (excellent results in 2022, 3 new apprentices started in 2022)

Number of treatments



22 000

More information:

www.per-piedi.ch



mineraloel

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

Highlights 2022

- Opening of two new hydrogen filling stations in 2022 in Frenkendorf and Chur – three more planned in 2023
- AdBlue available on dispensers at 75 locations

Points of sale



326

More information:

www.coop-mineraloel.ch



heizöl

For warmth and well-being.

Highlights 2022

- Popular online shop, 60% of orders received were placed online
- Since start of 2022, only low-sulphur ecological heating oil sold
- Facility to offset CO₂e with myclimate

Online orders



14 500

More information:

www.coop-heizoel.ch



Tropical house with a restaurant.

Highlights 2022

- Customer numbers higher than previous year
- Caviar sales up 38%, start of caviar exports to Austria
- Fish farming expanded with an additional fish farming facility
- Suisse Garantie and Pro Montagna sustainability labels obtained for perch and sturgeon from the Tropenhaus
- 980 m² photovoltaic unit installed

Perch



1.2 millions

More information: www.tropenhaus-frutigen.ch



The travel agent owned by Coop and Rewe – Switzerland's leading direct seller of beach holidays.

Highlights 2022

- Range significantly expanded by new booking technology
- Sales recover after Covid years
- Increase in share of online to 45%
- Successful launch of new reservations system

Destinations

 **112** ⁺⁴

Online shop

 www.itscoop.ch



One of Switzerland's leading fitness providers.

Highlights 2022

- Expansion to 65 locations in 17 cantons
- Three locations opened in French-speaking Switzerland
- More than 52 000 members
- Academy update: training courses now available online and in hybrid form

Locations

 **65** ⁺⁶

More information: www.update-fitness.ch



BâleHotels

Coop's hotel group.

Highlights 2022

- Strong performance for boutique hotel Märthof Basel
- Successful acquisition of Holiday Inn Express Aarburg/Oftringen
- Employee micro-trainings: "At BâleHotels our ethos is warm hospitality"
- New websites for several hotels
- Continuation of catering collaboration with Swiss Indoors
- ISO 9001: BâleHotels obtained recertification until 2023

Accommodation

 **8** ⁺¹

More information: www.balehotels.ch