



# Retail Business Area

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## Business Area

# Retail

Coop celebrates 30 years of Naturaplan, receives the Fairtrade Global Award and despite a challenging environment, remains committed to low prices. The Interdiscount.ch and Microspot.ch online shops are merged and the Interdiscount.ch offer significantly expanded.

In the EU, food prices have risen by 55% in the last 15 years. In Switzerland – which, in the year under review, has the lowest rate of inflation in Europe – food prices increased over the same period by just 3.1%, whilst other main everyday living costs rose sharply. Swiss retail, and Coop in particular, contributed hugely to this stabilization of prices. In the last year alone, despite cost pressure Coop invested 40 million Swiss francs in lowering prices and expanded its Prix Garantie range, for example, to over 1 500 articles.

In 2023, the Coop Group generated net retail sales of 19.869 billion Swiss francs, and its extensive and 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 2023, it had 2 425 sales outlets throughout Switzerland. 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 2023, Coop's net retail sales from sustainable products totalled 5.084 billion Swiss francs. Sales of organic products alone came to almost 1.772 billion Swiss francs.

Total sales Retail

**20.8** CHF billion



## Supermarkets and food formats

The Coop supermarkets generated net sales of 11.846 billion Swiss francs in 2023. With 965 stores, Coop has the densest network of sales outlets in Switzerland. In the 2023 financial year, 15 new sales outlets were opened and 11 closed. Coop implemented the new store concept 2025+ in a total of 48 supermarkets in 2023, bringing the total number of new-style supermarkets to 294.

### 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 2023

- Strong customer growth of 5.7%
- Around 40 million Swiss francs invested in price cuts
- Inflation kept to a minimum thanks to rigorous negotiations and currency effects
- 15 new sales outlets opened
- Audit of 430 stores by inspection body q.inspecta and 2 342 internal quality assurance audits, over 44 000 samples analysed
- Over 21 500 sustainable products in the range
- 30th anniversary of Naturaplan and strong growth of 9.2% for net sales of organic products
- The world's largest Fairtrade Max Havelaar range with over 1 300 items
- Prix Garantie range expanded to 1 500 products and strong growth of 15.9%
- Range of vegetarian/vegan products increased to over 2 200 items, biggest range in the Swiss retail market
- Over 1 050 artisan counters for meat, fish, bread, baked goods, delicatessen or cheese
- Availability of foods ensured in challenging environment, thanks to partnerships and sourcing via Alifresca and Eurogroup Far East Ltd.
- Coop named the world's fairest retailer
- Promarca Sustainability Award 2023 for organic milk in reusable glass bottles
- Commitment to fight food waste broadened, with food donations of over 32.2 million meals to food charities such as "Tischlein deck dich" and "Schweizer Tafel"
- Cooperation with more than 77 Swiss institutions and foundations for people with disabilities
- Expansion of photovoltaic systems for even more solar power

### Coop.ch

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

#### Highlights in 2023

- 8.3% more deliveries
- Growth in net sales of 8.7%
- 675 products added to non-food and toy range, bringing the total to around 5 500
- Strong growth with fresh produce
- Wine range extended with very attractive Spanish and Italian wines
- New Lake Zurich hub went live
- New track & trace feature enables customers to keep close track of their upcoming delivery

#### Coop stores

 **965**

#### New products

 **3 394**

#### Online shop

 [www.coop.ch](https://www.coop.ch)



The number one in the Swiss convenience market.

#### Highlights in 2023

- Opening of three new filling stations with a shop
- Four shops reopened following major rebuild
- More hot food sales in a further 150 shops, with products such as hot burritos, chicken wings and meals in response to customer needs
- Coop Pronto Fresh Express launched in main economic area: ultra-fresh products by 6.30 a.m.
- Freshness concept widened: sliced fruits such as melon, watermelon and pineapple now available in the chiller cabinet
- Cooperation with EcoDrive, to promote energy-efficient driving behaviour and give drivers tips on reducing fuel consumption

Points of sale



323

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



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

#### Highlights in 2023

- Three Coop to go stores opened
- The convenience segment expanded with items such as sliced fruits
- More than 250 new products introduced in all areas

Points of sale



22

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



Coop's authentic Italian delicatessen and store format.

#### Highlights in 2023

- New Italian products introduced, such as cornetto pistacchio and pinsa

Products



359

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



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

#### Highlights in 2023

- Cooling areas extended for even more plant-based alternatives
- Switzerland's widest vegetarian range

Products



over 300

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



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

#### Highlights in 2023

- 18.3% increase in visitors
- Weekly events held
- Over 6 900 recipes in total on the Fooby app

Page views



over 51 million

More information: [www.fooby.ch/bel-air](http://www.fooby.ch/bel-air)



Enjoyment every day, at fair prices.

### Highlights in 2023

- Over 22 million visitors served, up 10.8%
- Further significant market gains and increases in sales
- Two new restaurants opened
- Brunch offering introduced at over 40 restaurants
- Brand new website [www.coop-restaurant.ch](http://www.coop-restaurant.ch)
- Great success reducing food waste and plastics

Restaurants



181

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



Innovative and on-trend fast casual catering.

### Highlights in 2023

- Over 2.8 million visitors served, up 9%
- Strong growth
- First Rice Up! franchise store opened in Oerlikon
- Big changes at Yooji's: new system landscape for online shop and new design for order kiosk
- New "Yalda Grill" format successfully opened in Zurich
- Start made on expanding sushi production

Restaurants



27

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



Schweiz Suisse Svizzera



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

### Highlights in 2023

- Over 10 million visitors served, up 13.8%
- Increase in market share on motorways
- World's first Firehouse Subs restaurants outside the USA opened
- First Popeyes restaurant opened on the motorway in Bursins (Canton Vaud)
- Supercard partnership successfully launched at Marché Restaurants
- Catering partner for fresh catering for the 140 000 or so visitors who attended the 75th anniversary celebrations at Zurich Airport

Restaurants



46

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

## BâleHotels

Coop's hotel group.

### Highlights in 2023

- Almost 200 000 overnight stays, up 10.8%
- Successful development of Holiday Inn Express Aarburg/Oftringen
- MICE business (Meeting, Incentives, Congress & Events) developed well at seminar hotels
- 1<sup>st</sup> place for Pullman Basel Europe: Accor Partners award in the "RPS" category for the Central Europe region and the Premium Hotels segment
- Swift progress made with digitalizing HR
- Start of project to boost the BâleHotels umbrella brand
- Start of project to modernize Coop Campus
- ISO 9001: BâleHotels obtained certification until 2026

Hotels



8

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

## 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)

## Own-label brands and quality labels

At Coop, customers find the largest selection of national and international brand-name items in all price segments, with the focus on enjoyment, sustainability, regional produce, environment, low prices and lifestyle. With independent quality labels, Coop is committed to a sustainable product range and works closely with independent organizations to promote sustainable development. The Naturaplan own-label sustainability brand, for example, is the largest organic brand in Switzerland. With Naturaplan, Coop looks consistently to the Bio Suisse Bud label, including for processing and imports. For Naturafarm, Coop scores top marks on animal welfare. Oecoplan offers an environmentally friendly alternative to almost every conventional household, gardening, DIY or construction product. Coop is the world leader in marketing fair-trade organic cotton. It is also a leading retailer in Switzerland and worldwide as a provider of Fairtrade Max Havelaar-certified products. With Prix Garantie Coop sells quality products at low prices.

### Own-label sustainability brands and quality labels



### Own-label target group brands



### Own-label standard brands



→ 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)

## Property

### Real estate projects

In 2023, Coop started construction of a total of 10 real estate projects and completed 17, including 1 new build and 16 modernizations, renovations or restructuring projects. The attractiveness of the properties is continually enhanced by revitalization and renovation measures.

### Completed projects

Town/city	Description	Sales area in m <sup>2</sup>	Number of partners	Opening
Rennaz, Riviera Centre	Restructuring	11 200	11	08.03.2023
Villars-sur-Glâne, Fribourg Sud	Restructuring	22 400	19	23.03.2023
Küsnacht Itschnach	New sales outlet and apartments built	2 700	1	25.05.2023
Frick, Hauptstrasse 37	Renovation of mall and car park	8 800	7	02.06.2023
Bursins, Raststätten Aire Jura/Lac	Remodelling/modernization of stores	1 800	6	29.06.2023
Hunzenschwil, Logistics	Remodelling of infrastructure			01.11.2023
Oberwil, Jumbo	Renovation of car park	9 700	1	06.11.2023
Biasca	Modernization of store	4 200	1	23.11.2023
Oberentfelden, Livique	Extension of office and logistics			23.11.2023
Wettingen, Tägipark	Revitalization	21 000	15	23.11.2023
Würenlos, Poststrasse 1	Modernization of store	3 200	1	23.11.2023
Biel-Bienne, station	Restructuring	29 600	17	28.11.2023
Saint-Imier	Modernization of store	4 200	1	29.11.2023
Granges-Marnand	Modernization/extension of store	2 700	1	01.12.2023
Burgdorf, Sägegasse 14	Modernization of store	8 800	2	07.12.2023
Basel, Pfauen, Coop City	Complete renovation	11 900	9	11.12.2023
Kaiseraugst, banana-ripening plant	Renovation			15.12.2023

By 2050,

**41** %

of the electricity required by Coop will  
produced by our own photovoltaic units.



### Construction started

Town/city	Description	Start of construction
Hunzenschwil, distribution centre	Upgrading of railCare sites	10.2023
Matran	Former Jumbo remodelled as retail POS	2.2023
Riddes	New store built	4.2023
Renens, Renens Center	Restructuring	5.2023
Lyssach, Lyssach Center	Revitalization	12.2023
Oberburg	New combined store built	12.2023
Bassecourt, Jura Centre	Extension and revitalization	4.2023
Dietikon, Silberner	Modernization of store	8.2023
Savigny	New sales outlet and apartments built	4.2023
Zurich, Letzipark	Revitalization	10.2023

## Communication and advertising

### Communication and advertising highlights

- Customer Support: almost 640 000 enquiries with the focus on sustainability, nutrition, digital offers and pricing
- Loyalty programmes: four collection promotions with a particular focus on families
- Trophy anniversary: three promotions to mark the 20th anniversary, from music to DIY products
- Coop member press: established as a leading magazine with over 3.4 million readers, growth in readership despite decline in print market, redesign implemented
- Coop Member Press Weekend: further increase in popularity among commuters, Friday edition in "20 Minuten" with reach of over 1.2 million
- "scoop!" digital magazine: presence on Instagram, TikTok and now YouTube, focus on Gen Z with high rate of interaction
- Social media: increase in engagement and growth on TikTok
- Coop sponsorship: wide variety in numerous projects and local initiatives as well as support for gymnastics and family events
- Internal communication: employees and pensioners reached with Forte magazine with over 77 000 copies, 10 editions of the Transgourmet magazine with a total circulation of around 30 000
- myCoop app: high rate of activation among employees of over 90%, supports internal information-sharing and access to key services
- Media Unit: intensified contact with journalists and greater visibility on TV and radio, profit in 2022 and Naturaplan anniversary were highlights in the year under review