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Business Area

Retail

Coop continues to grow and is gaining market share in all areas. It continues to invest in affordable prices during the anniversary year of Prix Garantie. Numerous sales outlets of various formats are given a new look and embrace innovative online tools.

In 2025, the Coop Group generated total retail sales of 21.2 billion Swiss francs, and its extensive, modern network of supermarket sales outlets, their proximity to customers and their diverse and innovative product range proved a tremendous asset. In 2025, Coop welcomed more customers than ever before, thereby setting a new record in the company's history.

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 2025, it had 2 394 sales outlets throughout Switzerland. Coop also boasts a wide range of online shops and systematically combines online and offline retail (omnichannel). Almost all of Coop's specialist formats have their own online shop in addition to their brick-and-mortar sales outlets.

Coop attaches particular strategic importance to its sustainable ranges. In 2025, net sales from sustainable products in the Retail business totalled around 5.4 billion Swiss francs. Sales of organic products alone came to almost 1.9 billion Swiss francs.

Coop is committed to long-term partnerships with Swiss agriculture and promotes the sustainable sourcing of regional products. Coop also collaborates internationally with producers committed to high social and environmental standards. In order to allow direct management of product requirements, food and non-food products from Asia are sourced via Eurogroup Far East. Meanwhile, subsidiary Alifresca is responsible for procuring fruit and vegetables from southern Europe.

Total sales in Retail

21.2 CHF billion



Supermarkets and food formats

The Coop supermarkets generated net sales of 12.4 billion Swiss francs in 2025. With 982 stores, Coop has the densest network of sales outlets in Switzerland. In the 2025 financial year, 25 new sales outlets were opened. Coop implemented the new store concept 2025+ in a total of 43 supermarkets in 2025, bringing the total number of new-style supermarkets to 399.

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 2025

- Gained market share
- Record-high customer growth
- Price reductions on over 1 900 products and investment of CHF 100 million in more affordable consumer prices
- Opening of the Railcare Hub in Zurich to save around 58 000 truck journeys annually by supplying 70 sales outlets in the Greater Zurich area every day
- Fighting food waste: largest donor of food to social organizations, distributing over 37 million plates of food in total

Coop.ch

The no. 1 in online food retail, offering the largest selection and personal delivery to your doorstep.

Highlights in 2025

- Gained market share and became the no. 1 in online food retail
- Record-high customer growth
- More capacity in the Central Plateau and Graubünden thanks to new delivery platforms in Rapperswil AG and Landquart
- Smart use of omnichannel: create shopping lists easily at coop.ch and access them directly at the sales outlet with Passabene
- Freshly baked bread straight from the coop.ch distribution centre in Bussigny for Western Switzerland

Coop stores

 **982**

New products

 Over **3 000**

Online shop

 www.coop.ch

Coop own-label brands



Quality label



→ These lists are a selection of the key own-label brands and quality labels. For more information about Coop own-label brands, visit www.coop.ch/labels.



The number one in the Swiss convenience market.

Highlights in 2025

- Following the complete takeover by the Coop Group, the company is now 100% Swiss-owned
- Opening of four new Coop Pronto shops
- Ongoing development and strengthening of fresh products as well as expansion of expertise in this product range
- Ongoing transition to environmentally friendly refrigeration technology in the shops
- Expansion of PV systems on the roofs of filling stations incl. battery storage
- First high-performance «Pronto Charge» electric charging stations in Dagmersellen

Sales outlets

 **333**

More information: www.coop-pronto.ch



The food format for exclusive take-away products, not available in any other Coop format.

Highlights in 2025

- 6.2% increase in customer frequency
- Expansion of the product range with house-made beverages

Sales outlets

 **23**

More information: www.cooptogo.ch



The restaurant for everyday enjoyment at fair prices.

Highlights in 2025

- Highest turnover since foundation
- Record-high customer growth
- Increase in market share
- Over 25 000 children took part in events, parties and cooking fun throughout Switzerland

Restaurants

 **179**

More information: www.coop-restaurant.ch

Betty Bossi

Switzerland's number one for cooking, baking and indulgence.

Highlights in 2025

- Major brand campaign and numerous other activities on Betty Bossi and Coop channels for the cinema feature film «Hallo Betty»
- Launch of «Green Betty,» a scientifically grounded sustainability scale including over 3 000 Betty Bossi recipes
- Successful Coop Trophy campaign featuring air fryer and hand blender from Betty Bossi

Reach of magazine

 **1.55** million

More information: www.bettybossi.ch

FOOBY

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

Highlights in 2025

- 2.3% increase in customer footfall at the Fooby Store in Lausanne
- Opening of new retail stores in Zurich Seefeld and Sihlcity with elements of the Fooby concept
- Expansion of the house-made range with cook-set bowls, sweet rotolini, cookies, brownies and muesli

Page views



Over **105** million

Sales outlets



3

More information: www.fooby.ch



Coop's Italian specialities with their own store format

Highlights in 2025

- A further 1.3% increase in customer frequency
- Expansion of the range with new Italian specialities, new recipes for house-made focacce, salads and sandwiches

Products



350

More information: www.saporiditalia.ch

Karma

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

Highlights in 2025

- Expansion of the convenience range by increasing refrigerated space
- Launch of around 20 new Karma products

Products



320

More information: www.karmastore.ch



BÂLE HOTELS
GROUP

Coop's hotel group.

Highlights in 2025

- The Eurovision Song Contest and the UEFA Women's European Football Championship in Basel drive solid growth
- The Märthof boutique hotel is awarded the 4-star superior rating
- Modernization projects launched at Hotel Baslertor and Coop Meeting Centre in Muttenz
- Award: Green Key certification

Hotels



More information: www.balehotels.ch



Innovative and on-trend fast casual catering.

Highlights in 2025

- Rice up: opening of new location at Löwenplatz in Zurich
- Introduction of self-service innovation at Yoojits at Bellevue and in the Kesselhaus Zürich: ingredients for Dragonroll can now be selected individually
- Launch of new Zenbu sushi products in new packaging to save 50% plastic

Restaurants



More information: www.twospice.ch

Marché
Schweiz Suisse Svizzera



The refreshing host at busy locations and no. 1 in motorway catering.

Highlights in 2025

- Marché remains the undisputed market leader in the motorway catering channel
- Opening of Popeyes restaurant in the La Maladière Centre in Neuchâtel
- Operational takeover of the Gunzgen Nord service station
- Implementation of the business area strategy with a focus on freshness and hospitality

Restaurants



More information: www.marche-schweiz.ch

Non-Food specialist formats

The Coop Non-Food specialist formats generated net sales of 7.8 billion Swiss francs in 2025 and gained market share in all areas. The 15 different formats comprise 1 412 sales outlets and operations. The specialist formats consistently pursue omnichannel strategies, invest in new, attractive store design concepts and modern online shops, and are also integrated into the Supercard app.

Highlights from the Non-Food formats

The table below lists highlights from the year under review.

coop city

Switzerland's most successful department store chain.

Highlights in 2025

- Gained market share
- Department store brand with the best price image
- Expansion of the natural cosmetics range and introduction of Oecoplan wooden toys
- New staging of the children's world and takeover of the operation of the Zurich Märli tram

Sales outlets



30

Online shop



www.coop-city.ch

coop vitality+

The place to go for all questions about health, vitality and beauty.

Highlights in 2025

- Gained market share
- Roll-out of Consulting Plus, a service for acute care in 33 pharmacies
- Launch of prescription manager for digital prescription management and medicine orders
- Enhanced collaboration with health insurance providers for a cost-efficient, primary health contact point

Sales outlets



87

Online shop



www.coopvitality.ch

ITS coop TRAVEL

The largest direct sales travel agent for package holidays in Switzerland.

Highlights in 2025

- Clear customer growth
- Successful expansion and establishment of the offering with tours
- User-friendly development of the website and increase in the conversion rate
- Strengthening sustainable accommodation with clear labelling and selection options

Destinations



123

Online shop



www.itscoop.ch

coop depositenkasse

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

Highlights in 2025

- Deposit account with an attractive interest rate and lucrative investment opportunities in medium-term notes of two to eight years
- Advantageous terms for foreign currency exchange with the option to order online
- Services and personal advice free of charge

Sites



24

More information: www.coop-depositenkasse.ch



Switzerland's premier omnichannel shopping experience.

Highlights in 2025

- Gained market share
- Construction and renovation of 22 branches under the new omnichannel store concept. A total of 51 sales outlets have already been modernized
- Successful launch of the own-brand gaming label Arcany
- Expansion services: upgrade and check-up of Windows 11 as well as piloting of watch battery replacement

Sales outlets



165

Online shop



www.interdiscount.ch

LIVIQUE

The best shopping experience combining advice and inspiration.

Highlights in 2025

- Increased brand awareness
- Strong online growth
- Opening of flagship store in Winterthur with over 5 000 m² of retail space
- Increasing customer satisfaction by modernizing sales outlets into attractive furniture stores

Sales outlets



27

Online shop



www.livique.ch



Switzerland's leading building supplies store.

Highlights in 2025

- Gained market share and new customers
- Customers rate Jumbo as the leading DIY store with the highest quality and shopping atmosphere
- Location in Zürich Brunau opened
- Recruitment of 12 apprentices from the closing competition

Sales outlets



111

Online shop



www.jumbo.ch



The first choice for lighting.

Highlights in 2025

- Market leader in the lighting sector
- Increase in customer satisfaction
- Introduction of an installation service for lighting
- Expansion of the range in the Smart Home sector with the Wiz brand

Sales outlets



20

Online shop



www.lumimart.ch

CHRIST

Watches & Jewelry

The prime destination for watches and jewellery.

Highlights in 2025

- Expansion and growth in the jewellery category
- Launch of personalized jewellery «Christ Designed by you»
- 50th anniversary of Christ marked by numerous customer activities
- Customer satisfaction improved further

Sales outlets



58

Online shop



www.christ-swiss.ch

IMPORT PARFUMERIE

The leading Swiss prestige perfume store.

Highlights in 2025

- Gained market share
- Market leader in perfume and prestige beauty
- Introduction of AI consultation and AI skin analysis
- New store concept already implemented in 61 branches
- Customer club membership increased to 500 000

Sales outlets



104

Online shop



www.impo.ch

UPDATE fitness

The fitness chain with the highest growth in Switzerland.

Highlights in 2025

- More than 85 000 visitors
- Opening of seven more fitness centres for a total of 87 locations
- Modernization of five centres
- Support for over 3 000 athletes

Sites



87

More information: www.update-fitness.ch



Biggest podology institute in Switzerland.

Highlights in 2025

- Further increase in number of treatments
- Steady growth in new customers thanks to billing through basic insurance
- Service expanded to four new care homes
- Staff training in the field of specialized treatments intensified

Number of treatments



Over 28 000

More information: www.per-piedi.ch

Fust

Leading company in household electronics – extensive service offering, expertise and personal advice.

Highlights in 2025

- Gained market share
- New repair centre in Oberbüren SG
- New branch concept at 15 locations

Sales outlets  **132**

Online shop  www.fust.ch

nettoshop.ch

The leading online provider of electrical household appliances.

Highlights in 2025

- Optimized navigation in the online shop
- Customer satisfaction enhanced
- Online booking of installation appointments
- Expansion of the range of refurbished devices

Online shop  www.nettoshop.ch

⁷⁰⁰⁰ SERVICE

The B2B specialist for the repair, sale and installation of household appliances of all brands

Highlights in 2025

- Positive customer trend
- Enhanced customer satisfaction
- Seamless integration of customer systems
- Repair rate further increased

Deployments  Over **107 000**

More information: www.service7000.ch