



VDB Schweiz Tagung 2023

Zahlen, Daten und Fakten zum Schweizer Backwarenmarkt

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Senior Analytic Consultant

Horgen, 17. März 2023

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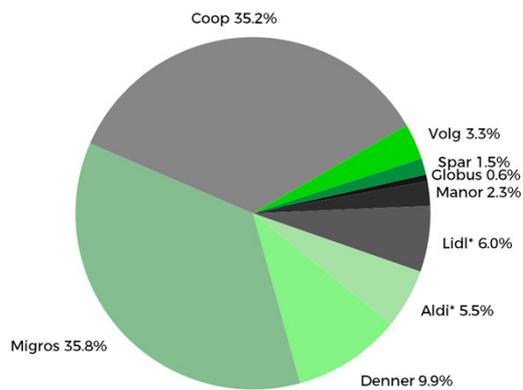
Nielsen-Panels

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Nielsen-Panels

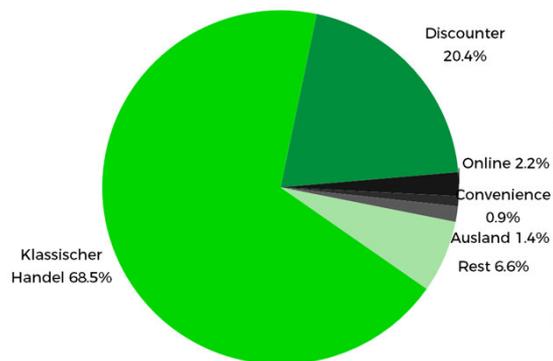
Handelspanel - Scanningdaten direkt von den Retailern (rund 32 Milliarden CHF Jahresumsatz)



Bezeichnet als «Detailhandel Schweiz inkl. Aldi/Lidl
*wobei Aldi und Lidl aus Haushaltspanelzahlen hochgerechnet werden

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Haushaltspanel - Stichprobe aus 4'000 Schweizer Haushalten, hochgerechnet



Im «Rest» können sämtliche Einkaufsorte, auch Bäckereien/Konditoreien etc. ausgewiesen werden. Die absoluten Volumen sind aber nur beschränkt verwendbar

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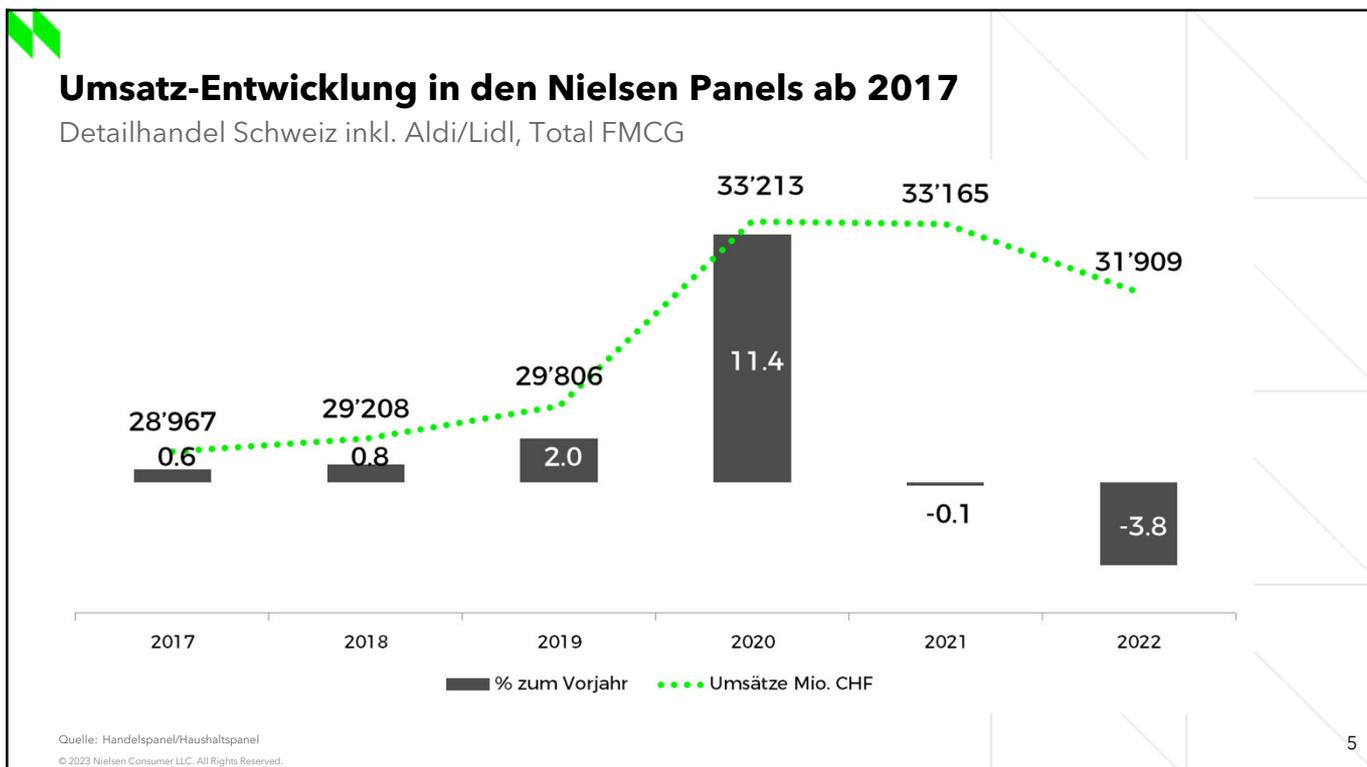
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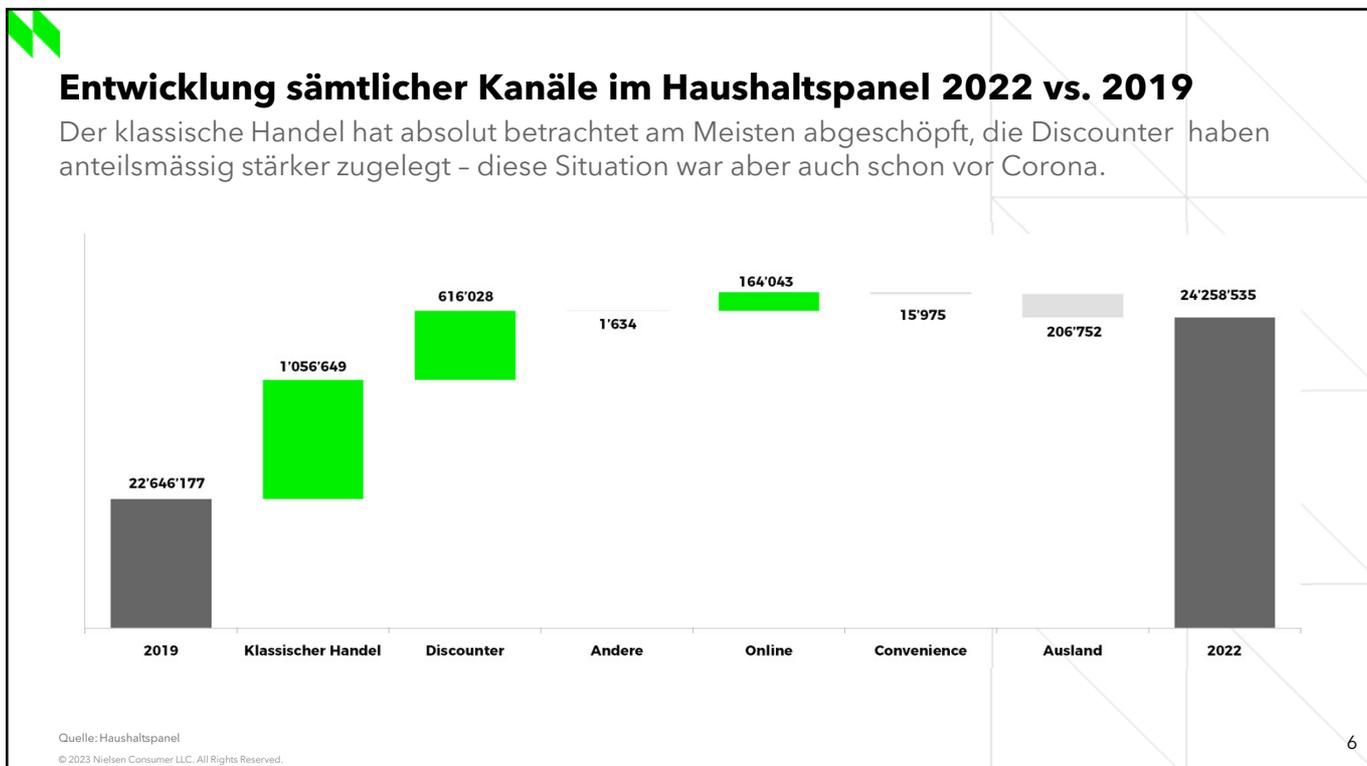
Marktentwicklung und Einkaufsverhalten, Einfluss von Corona

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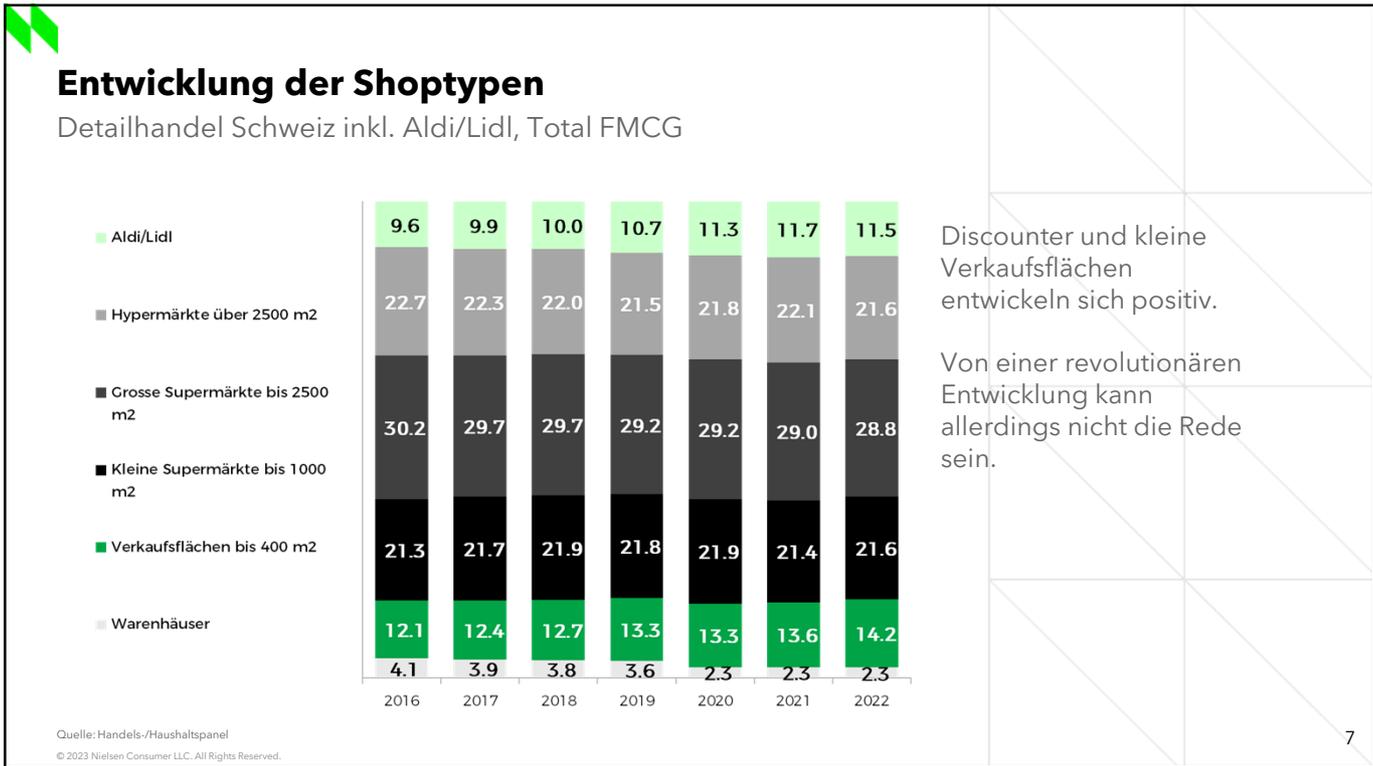
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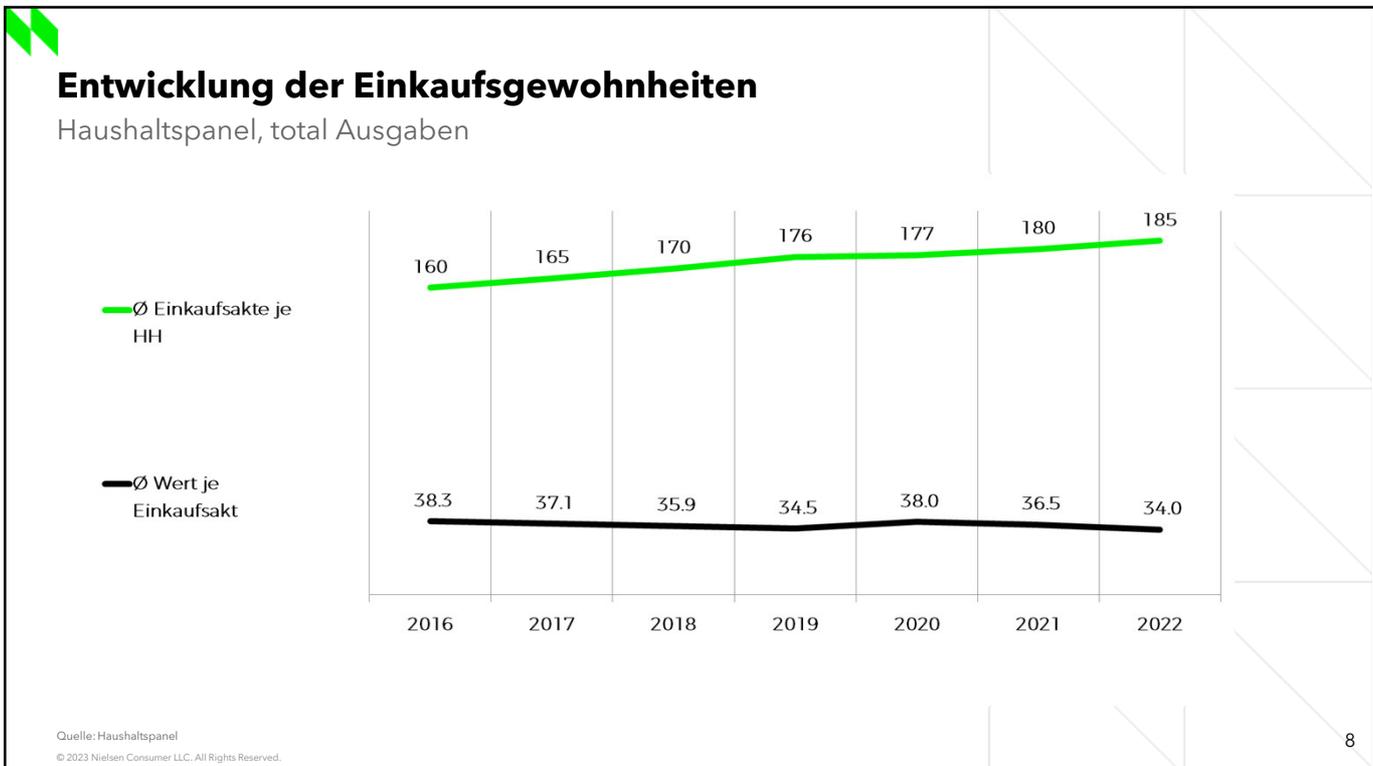
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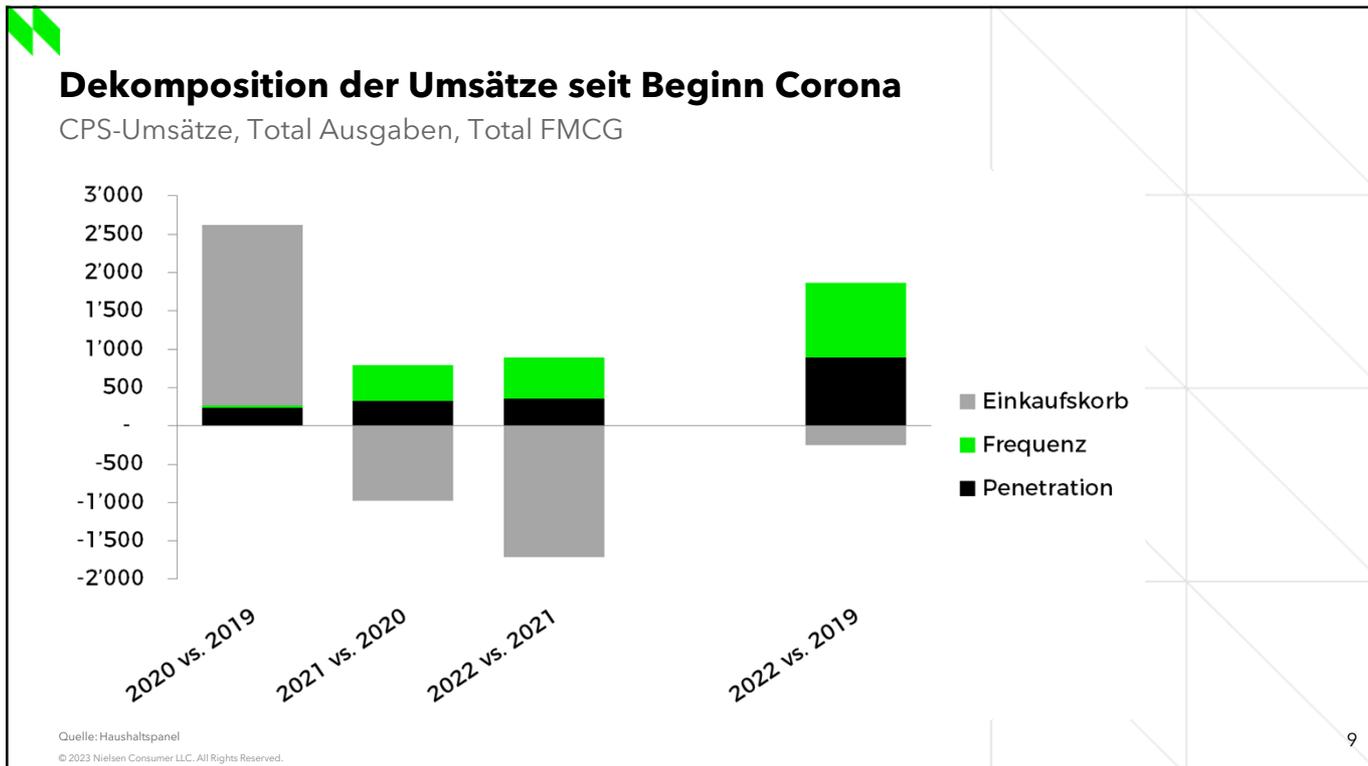


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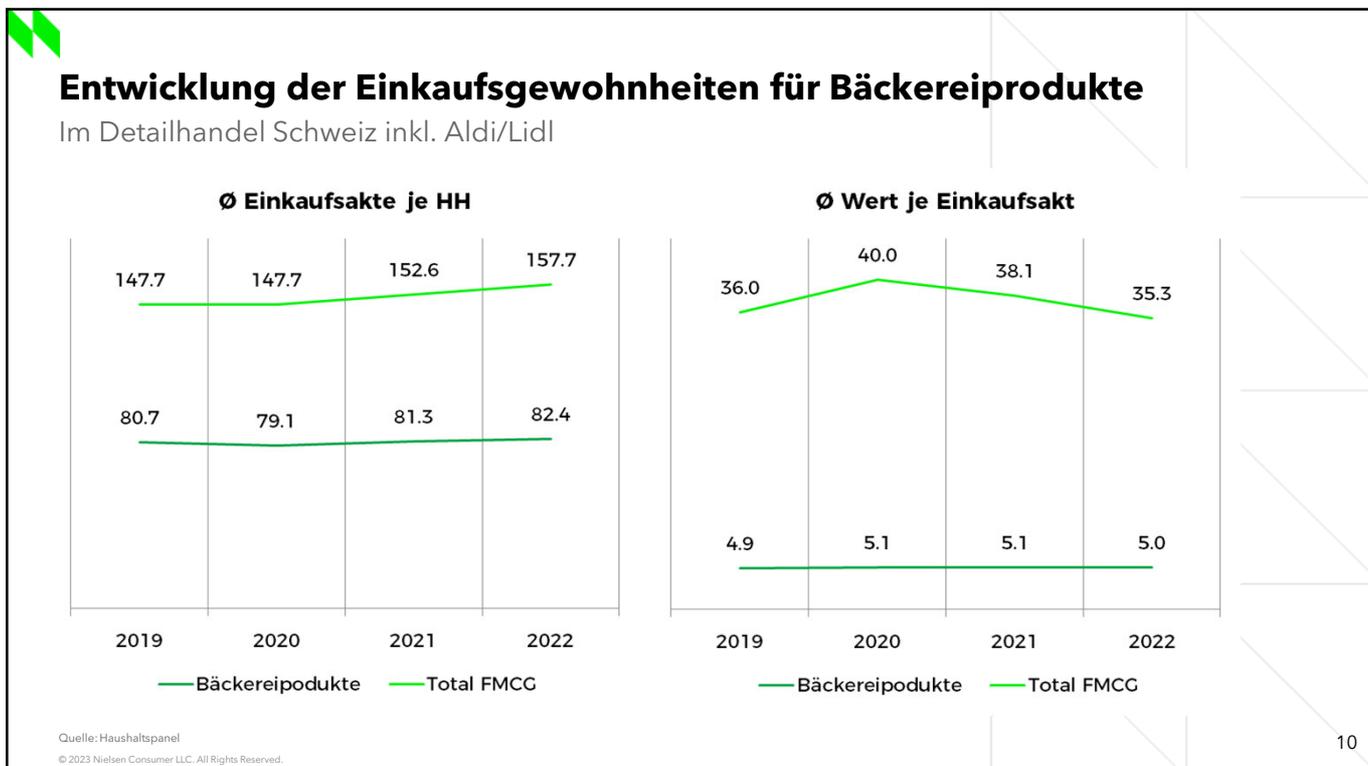


Discounter und kleine Verkaufsflächen entwickeln sich positiv.
Von einer revolutionären Entwicklung kann allerdings nicht die Rede sein.

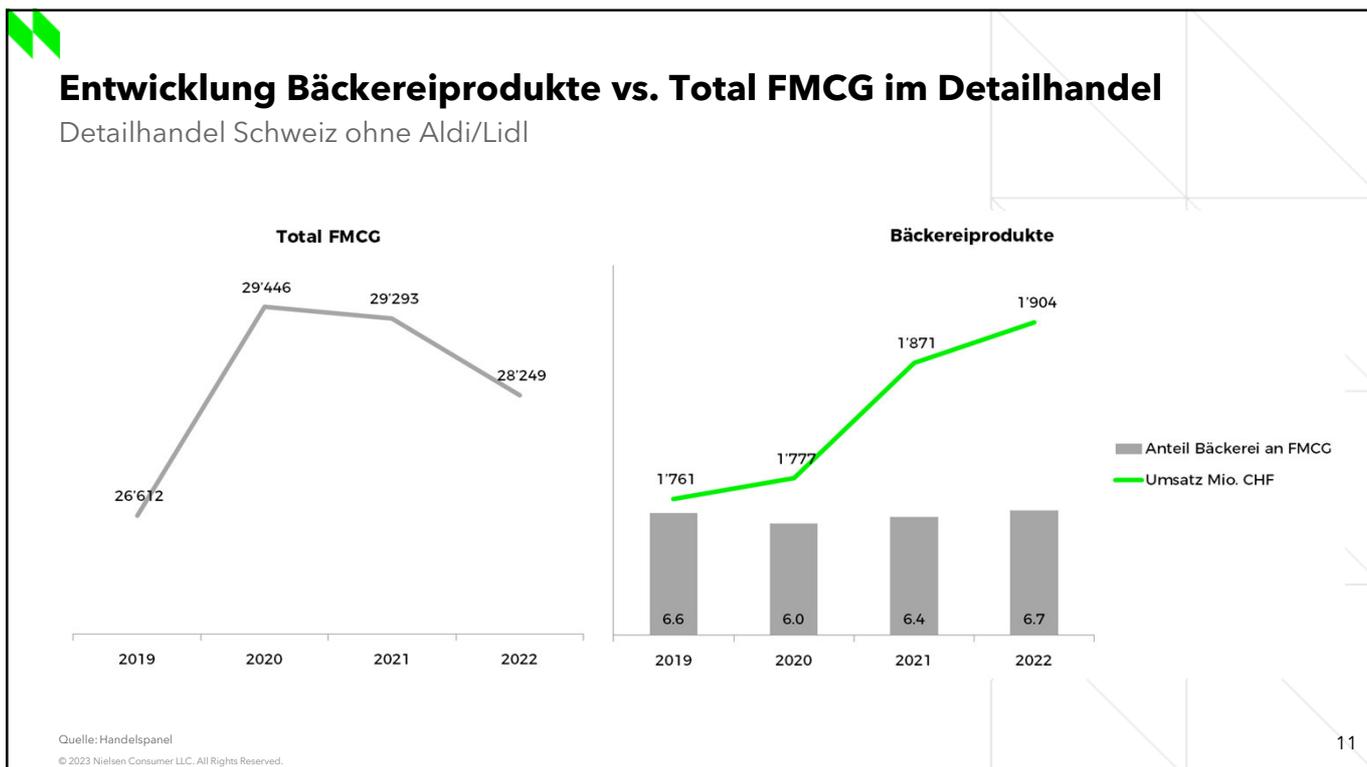




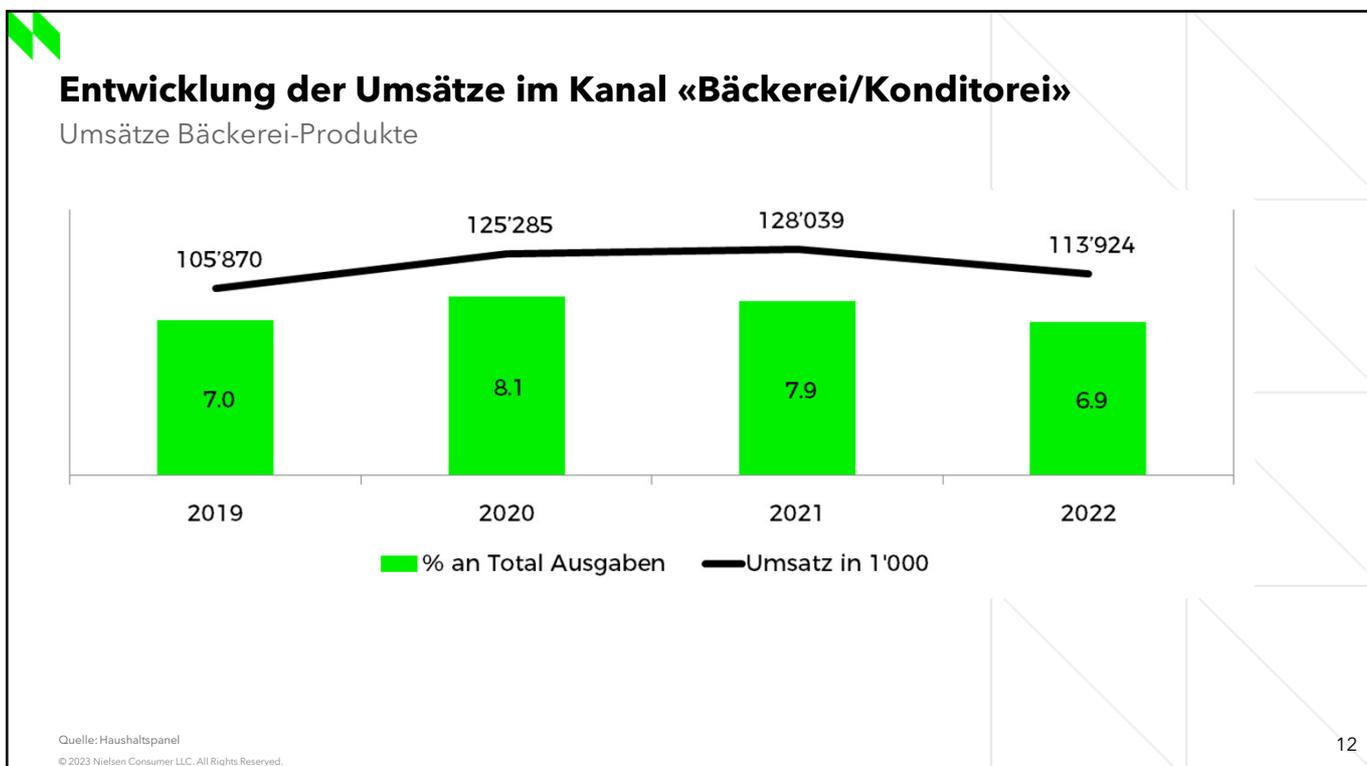
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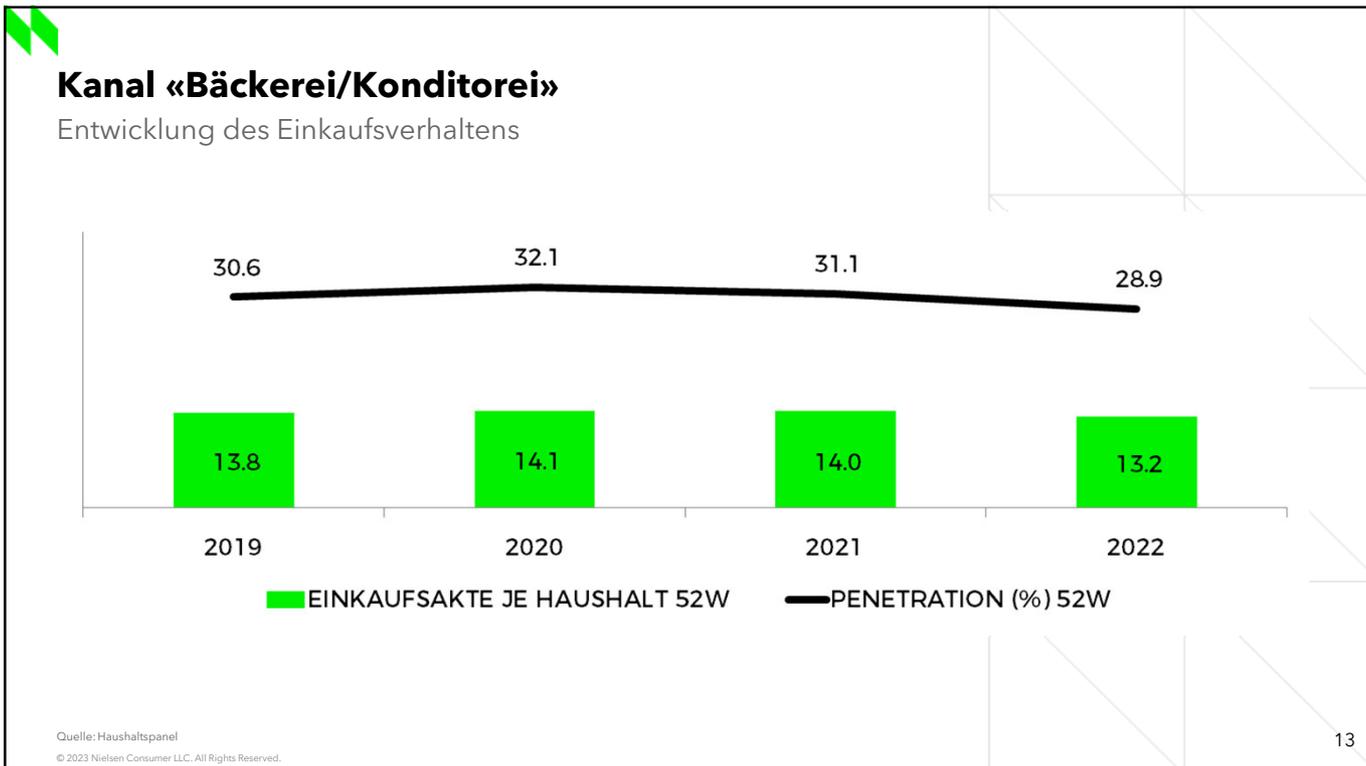
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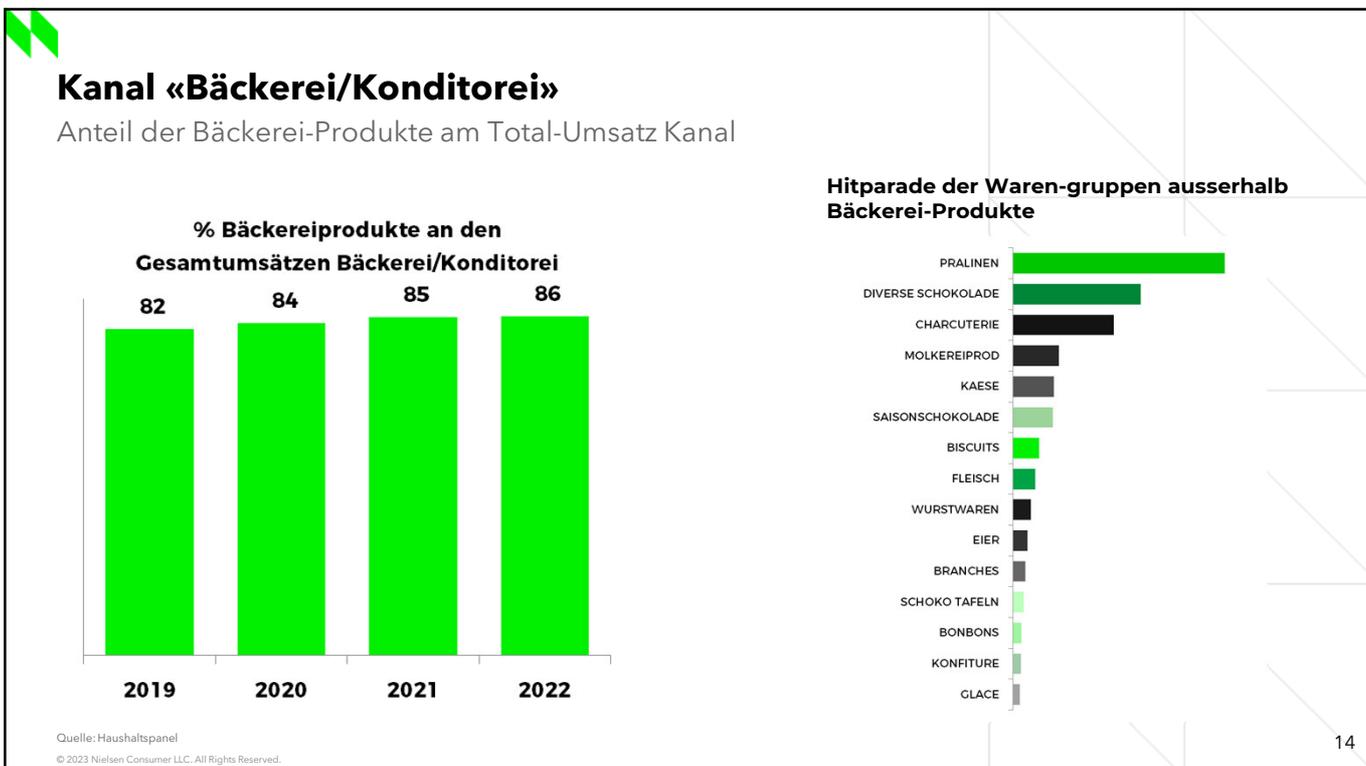
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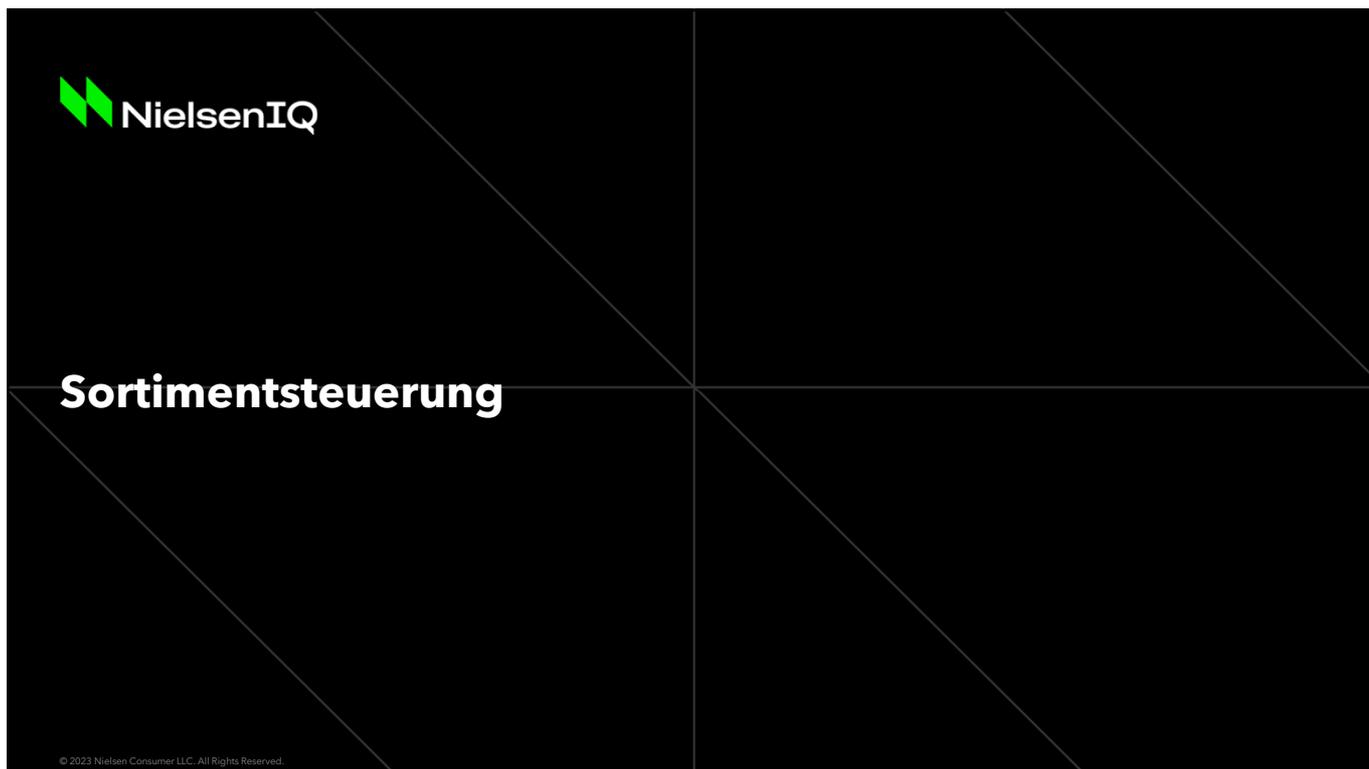
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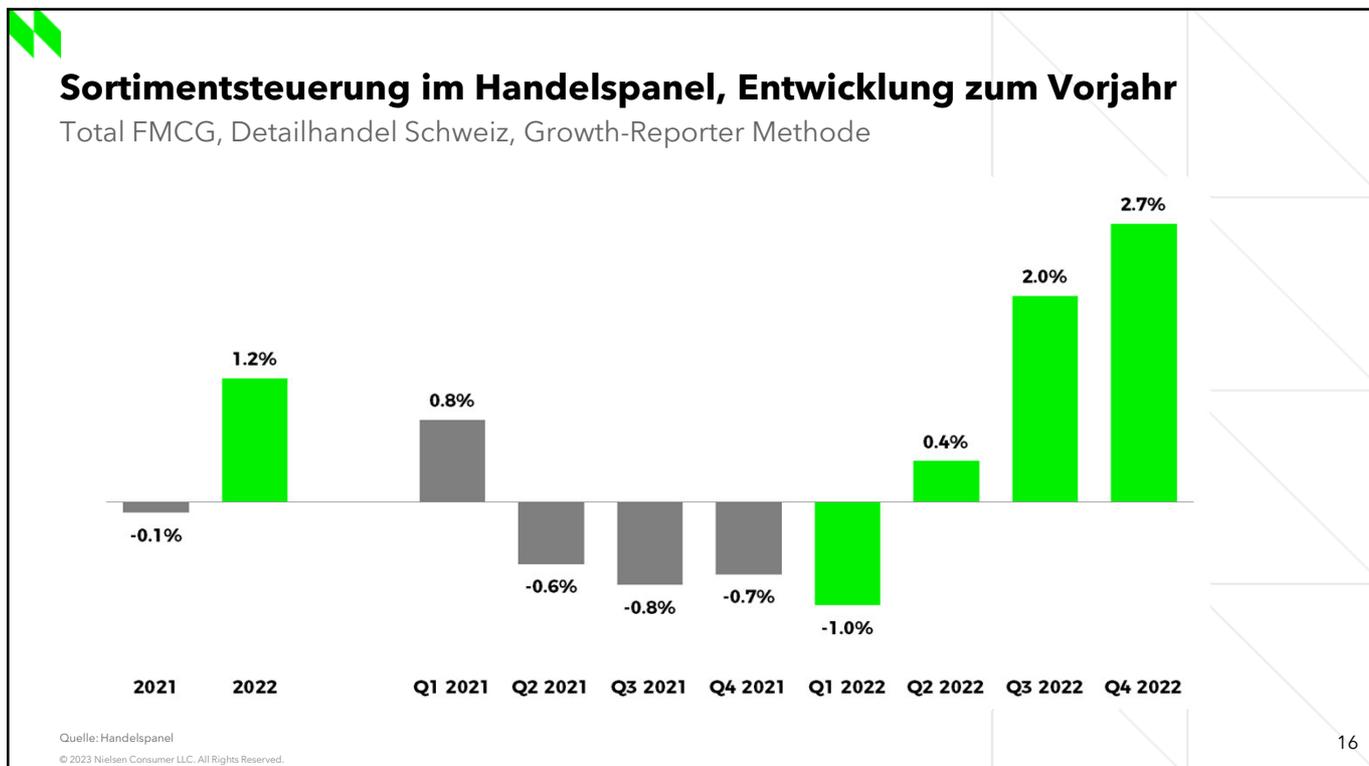
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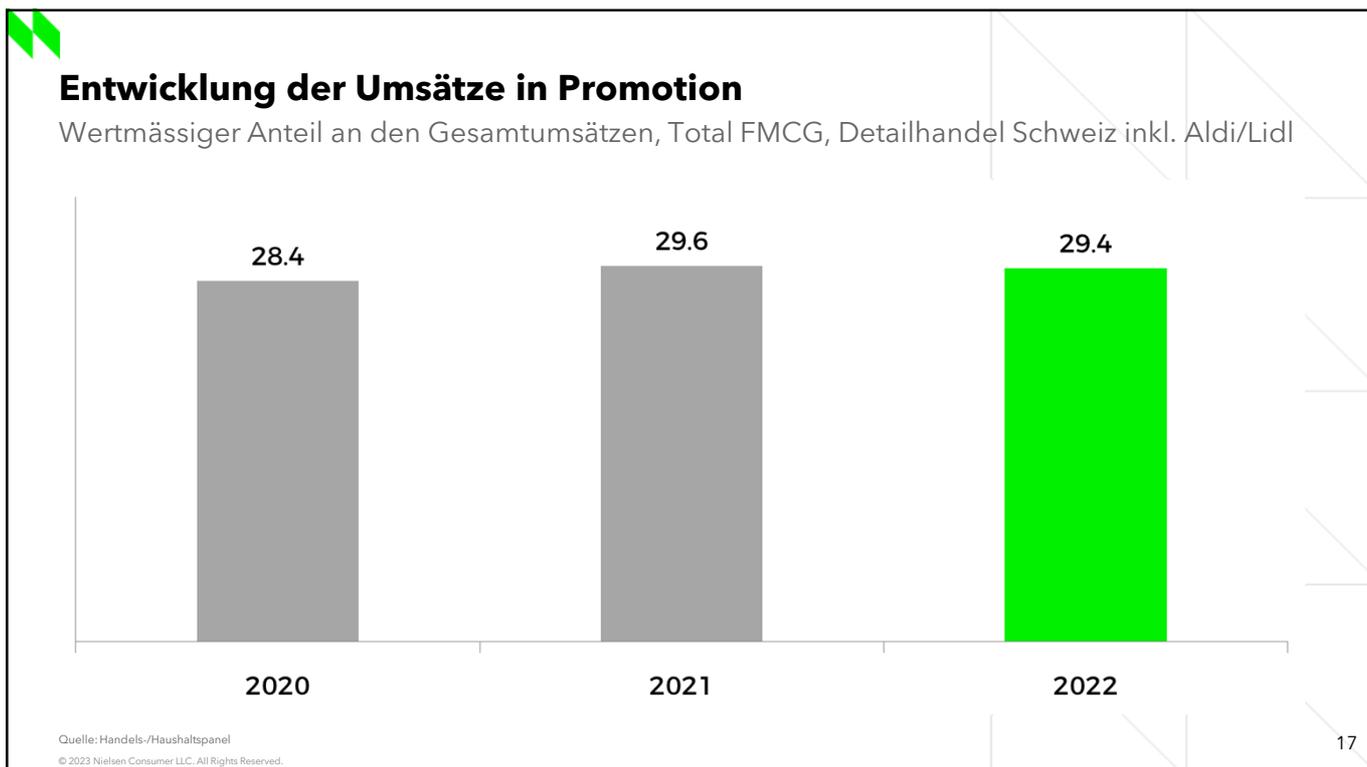
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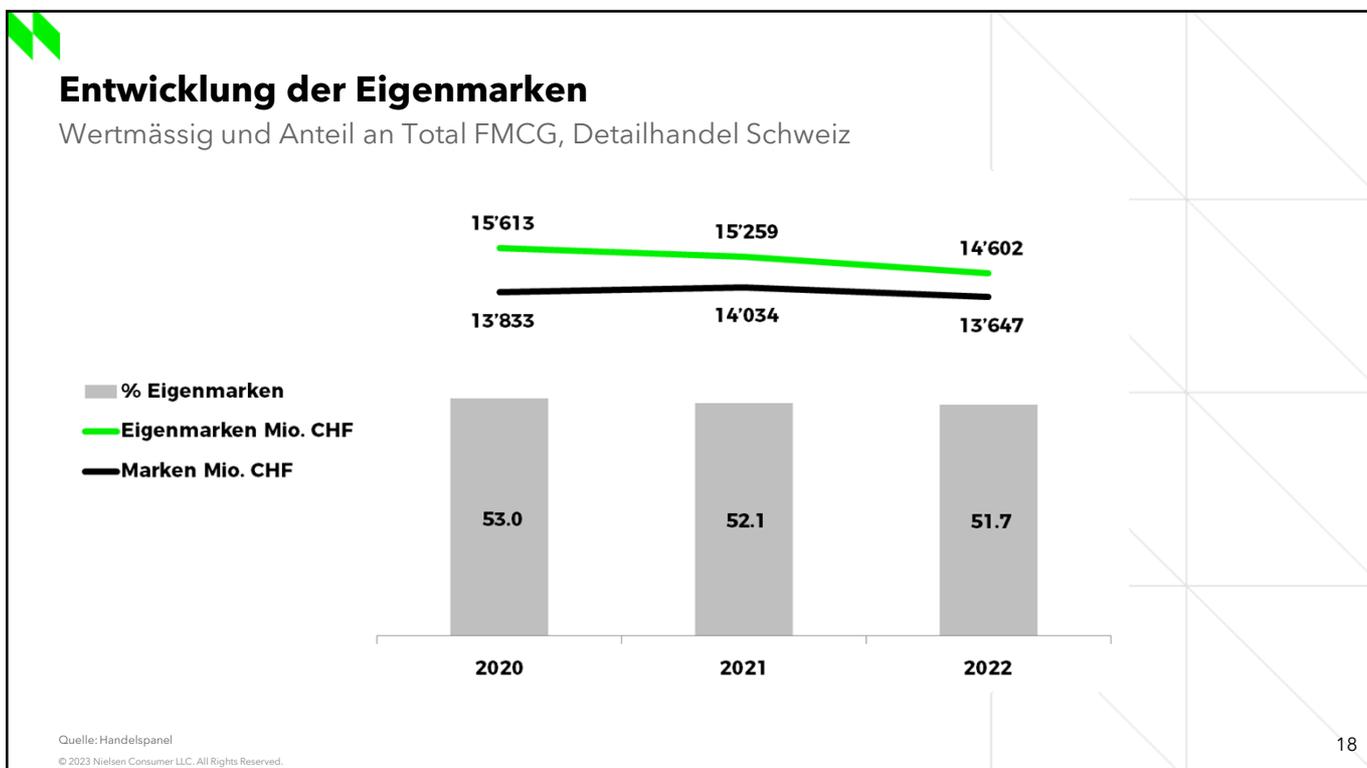
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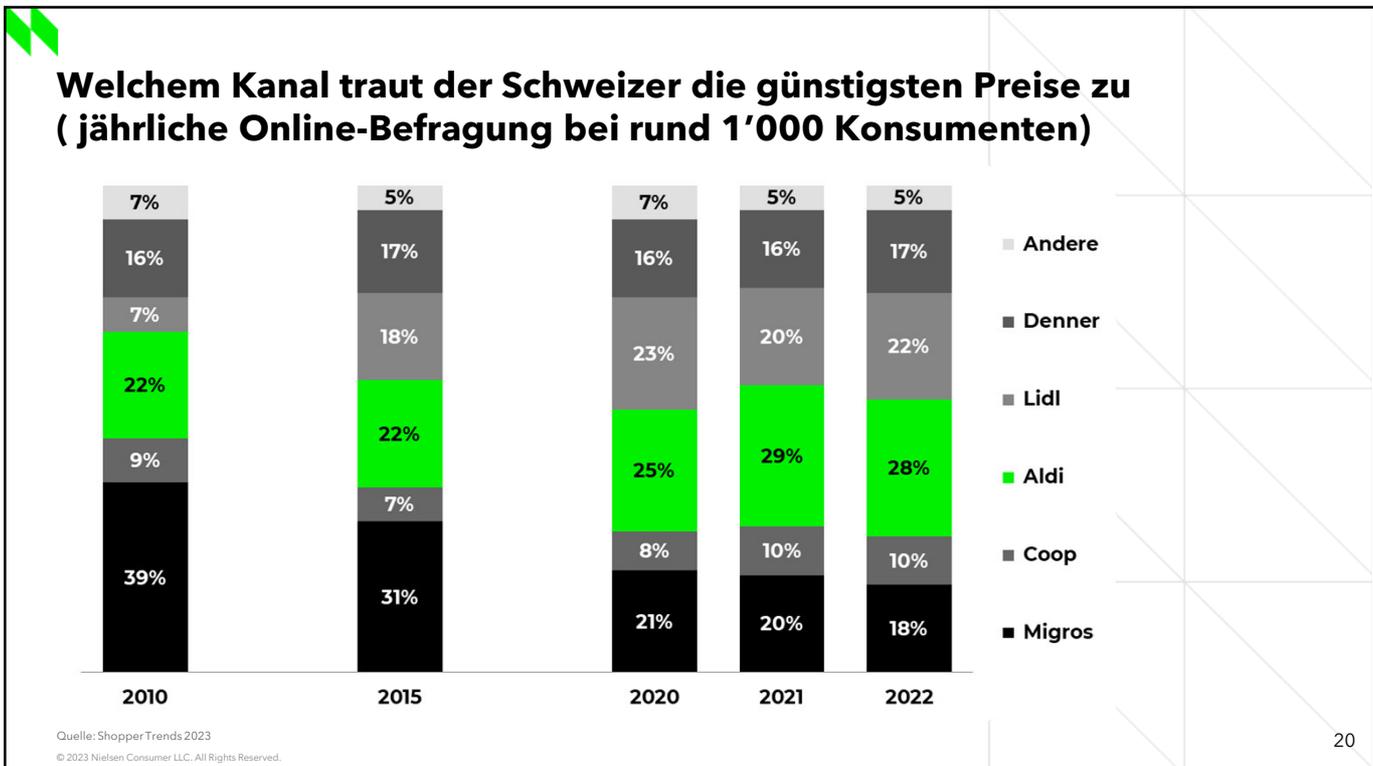
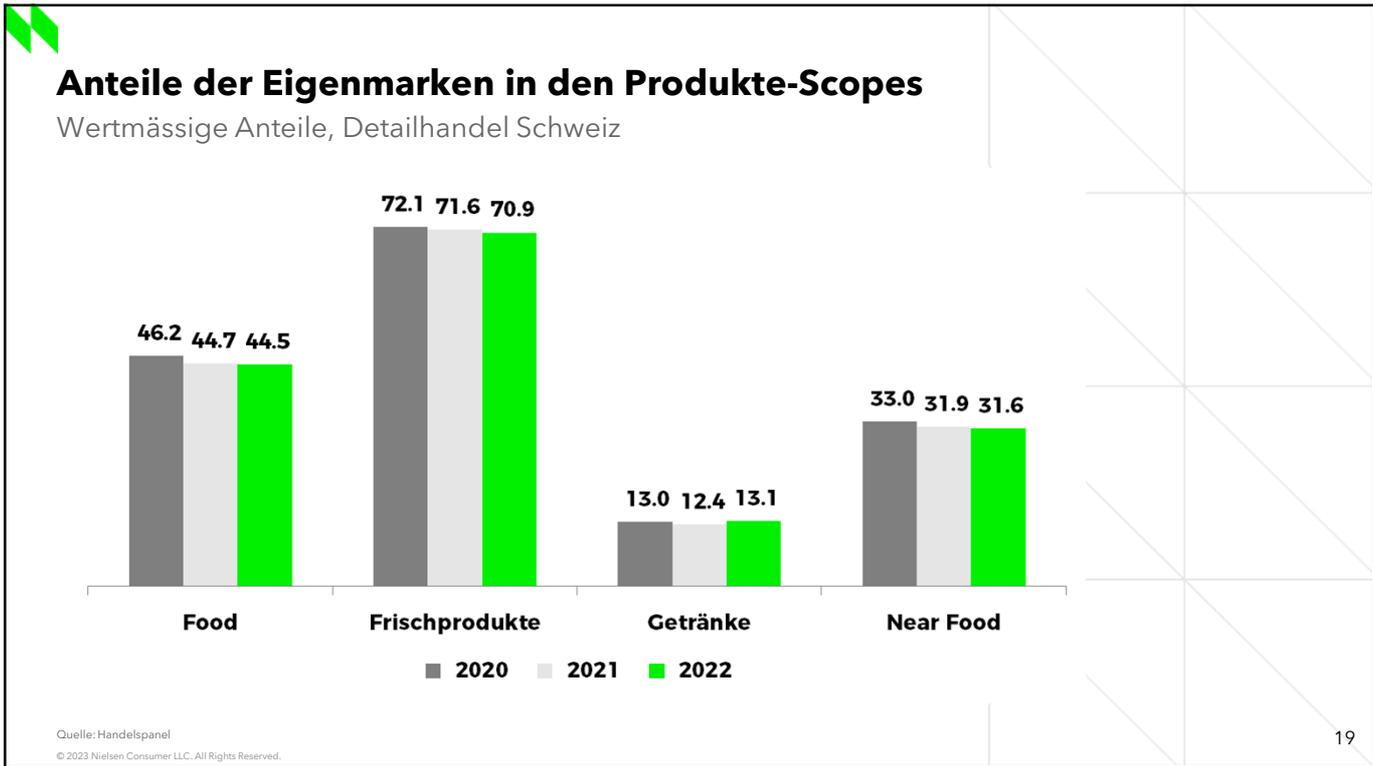
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Warengruppen

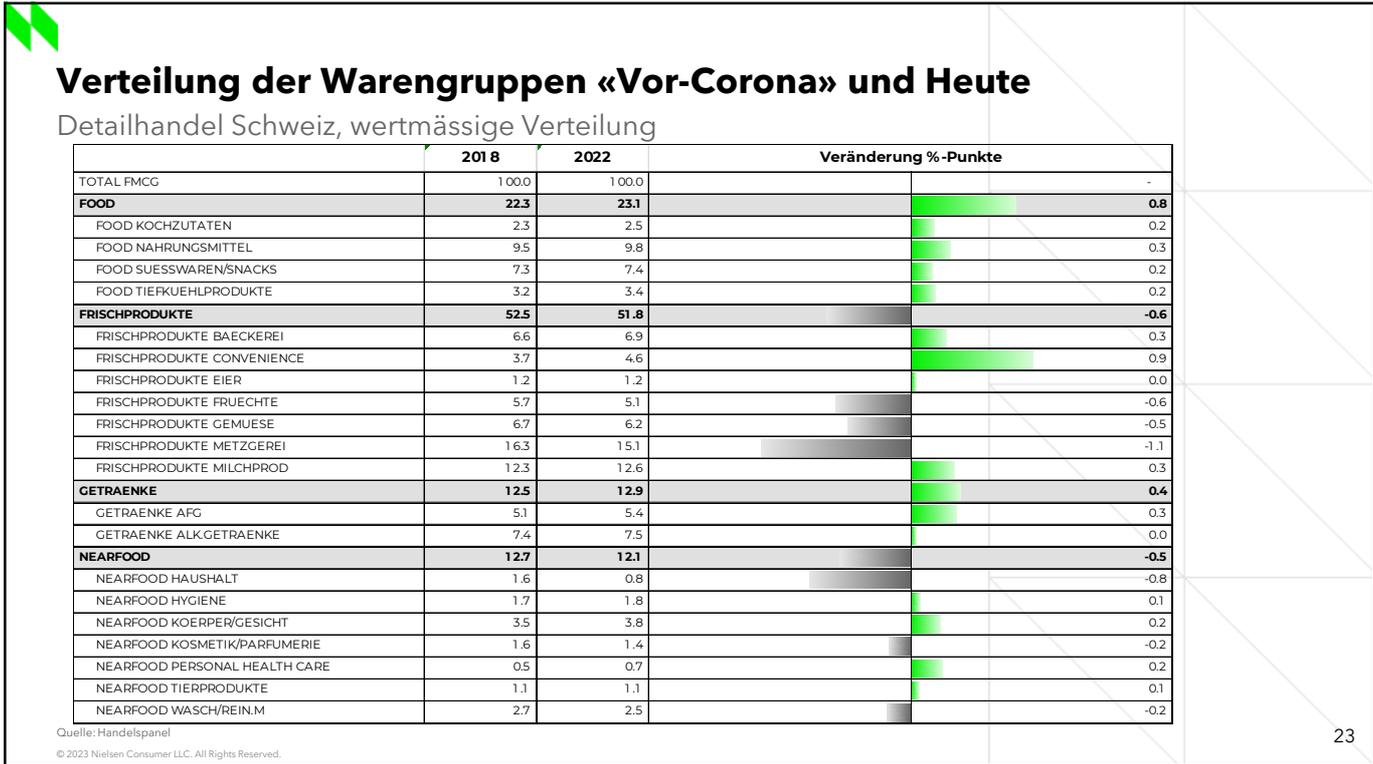
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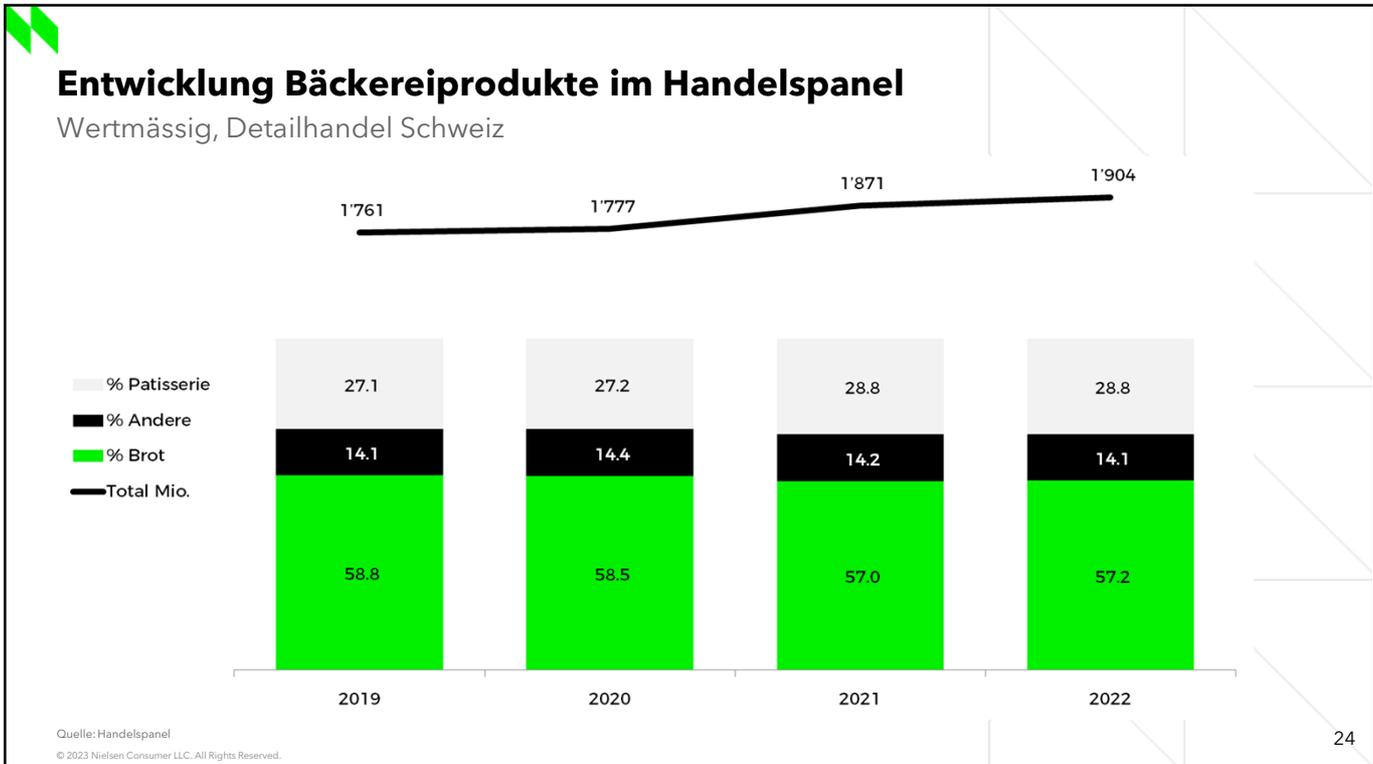


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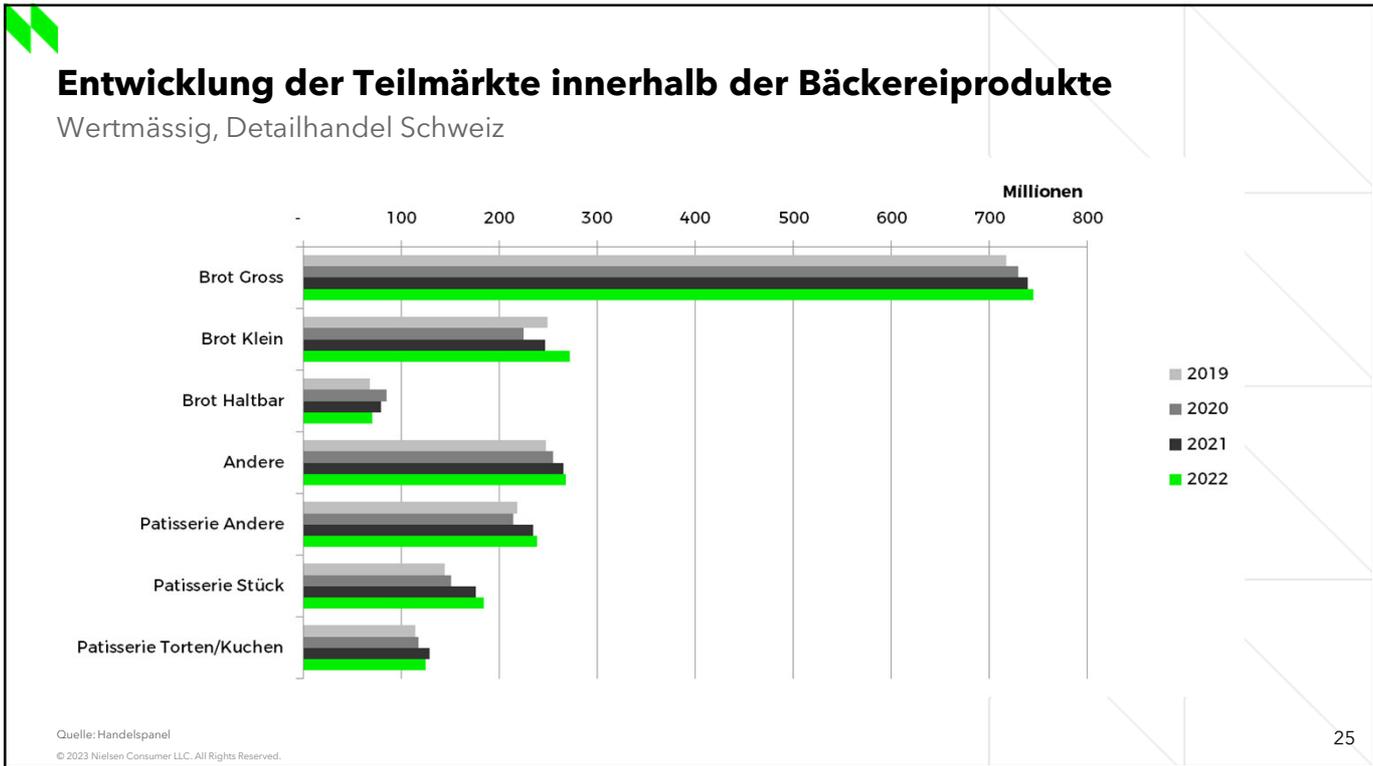
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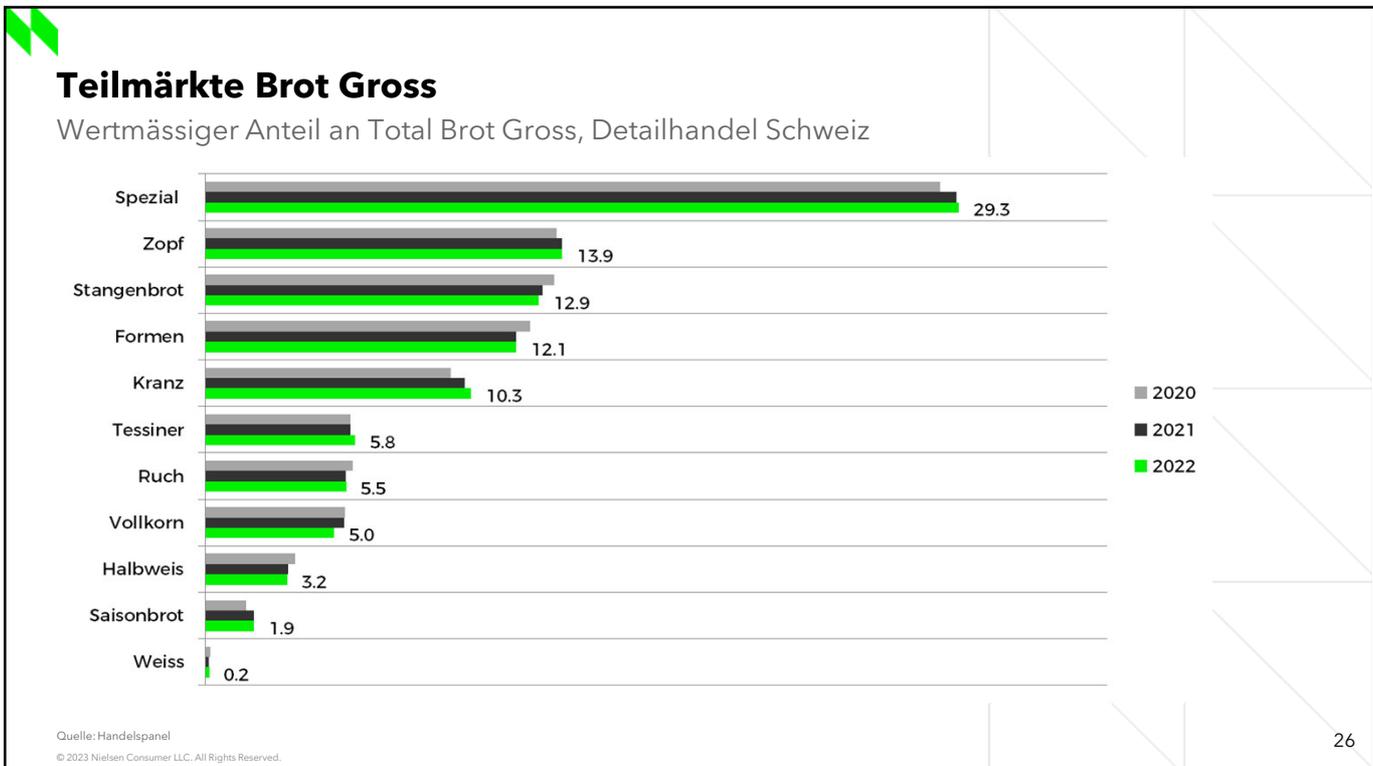
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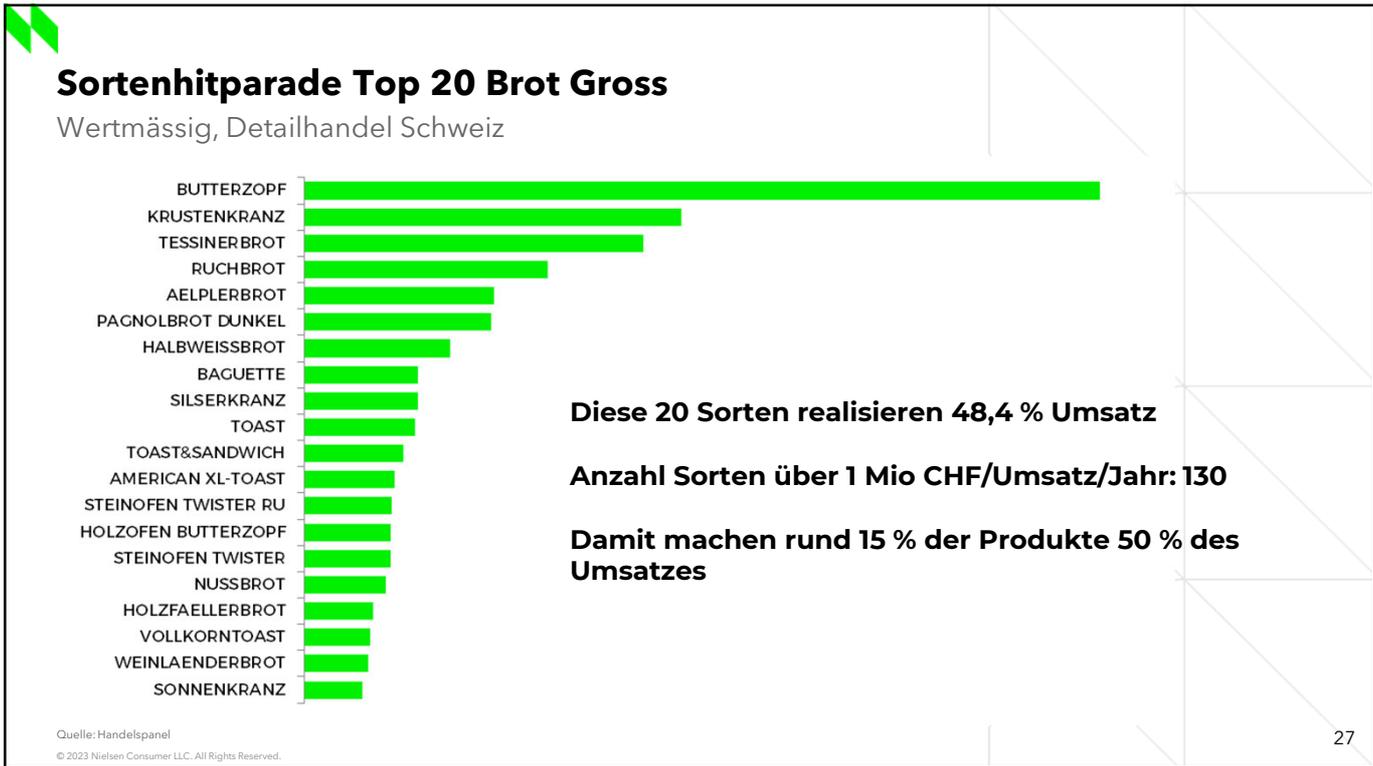
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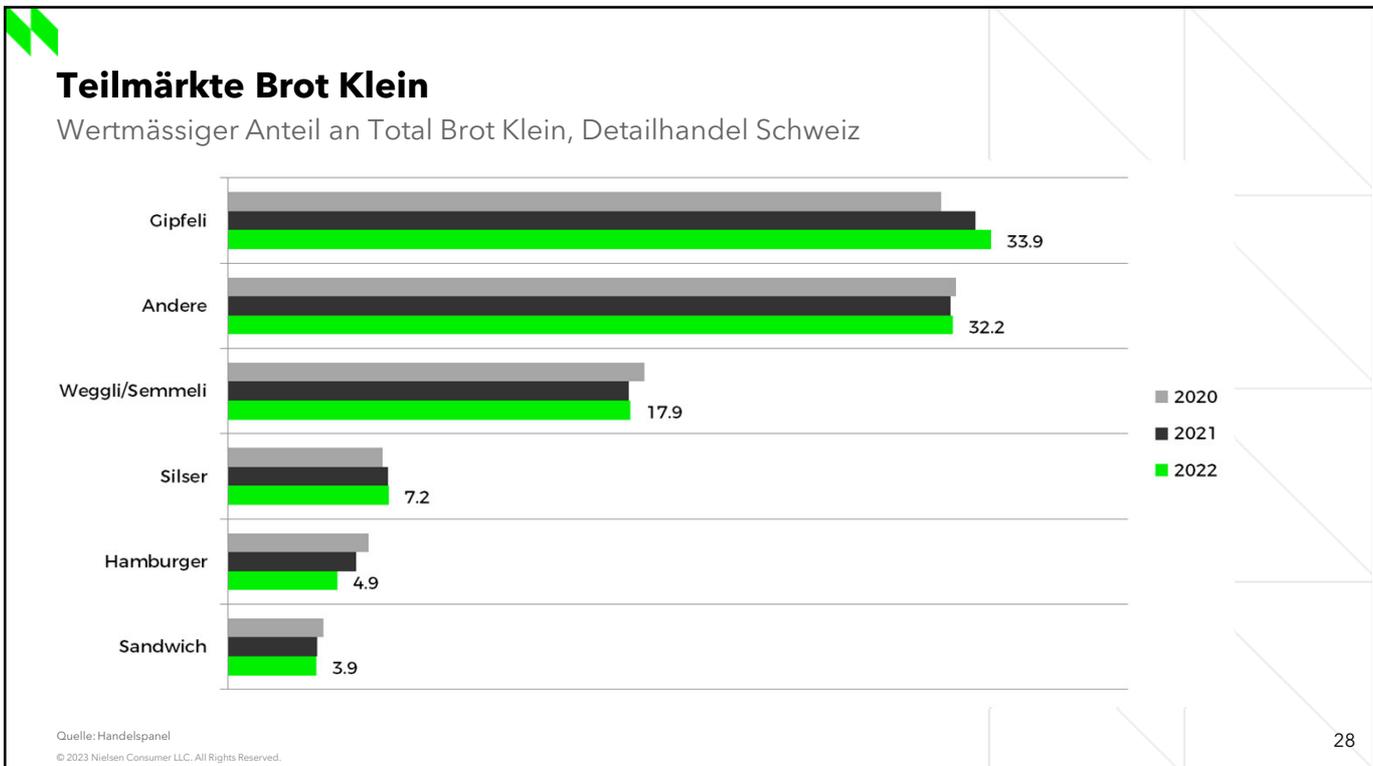
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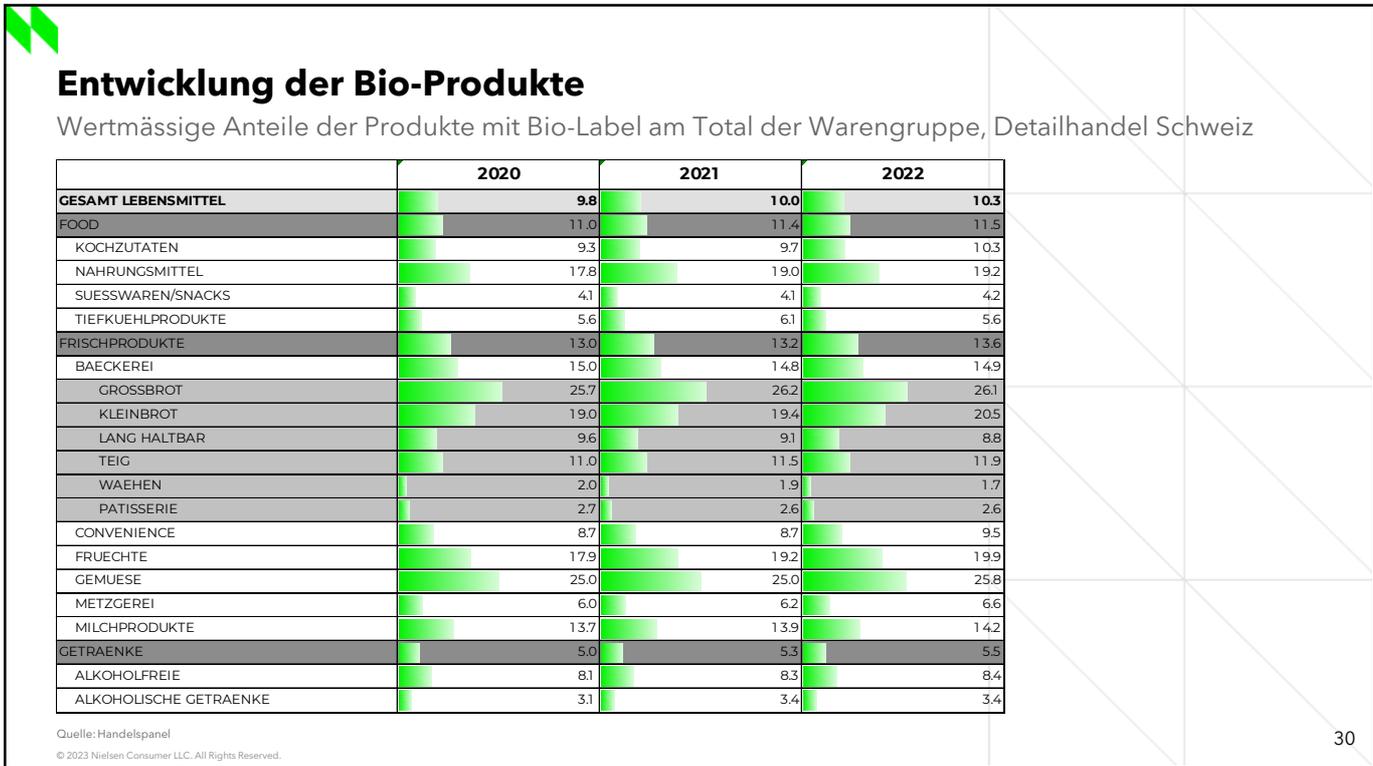
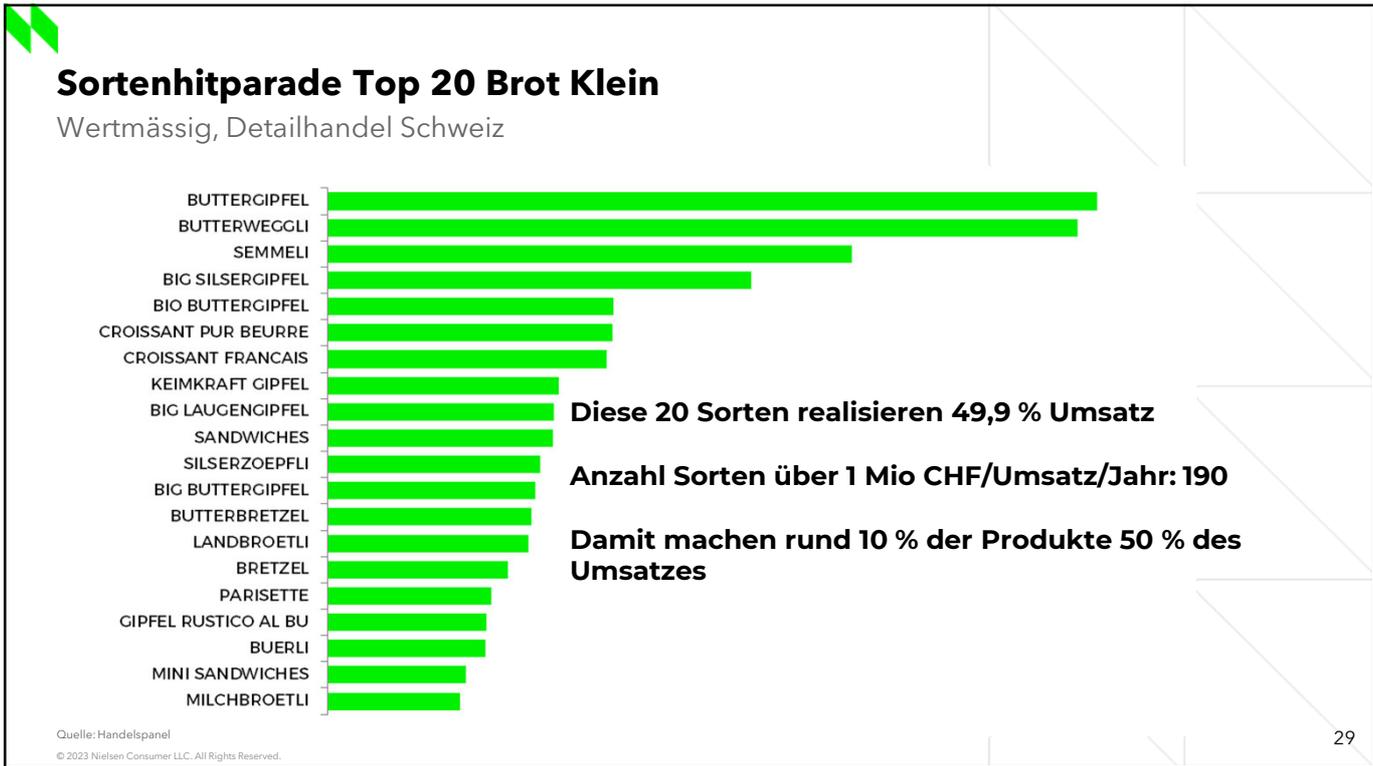
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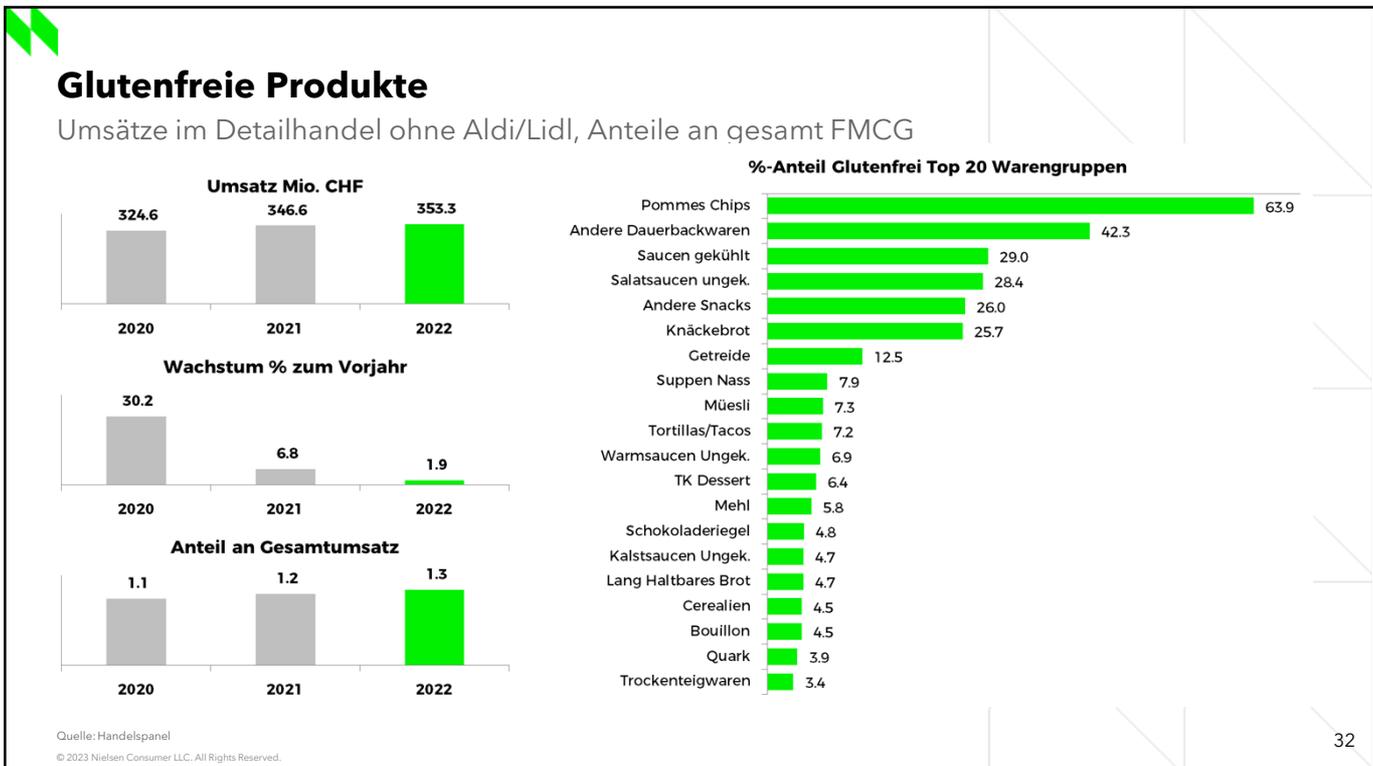
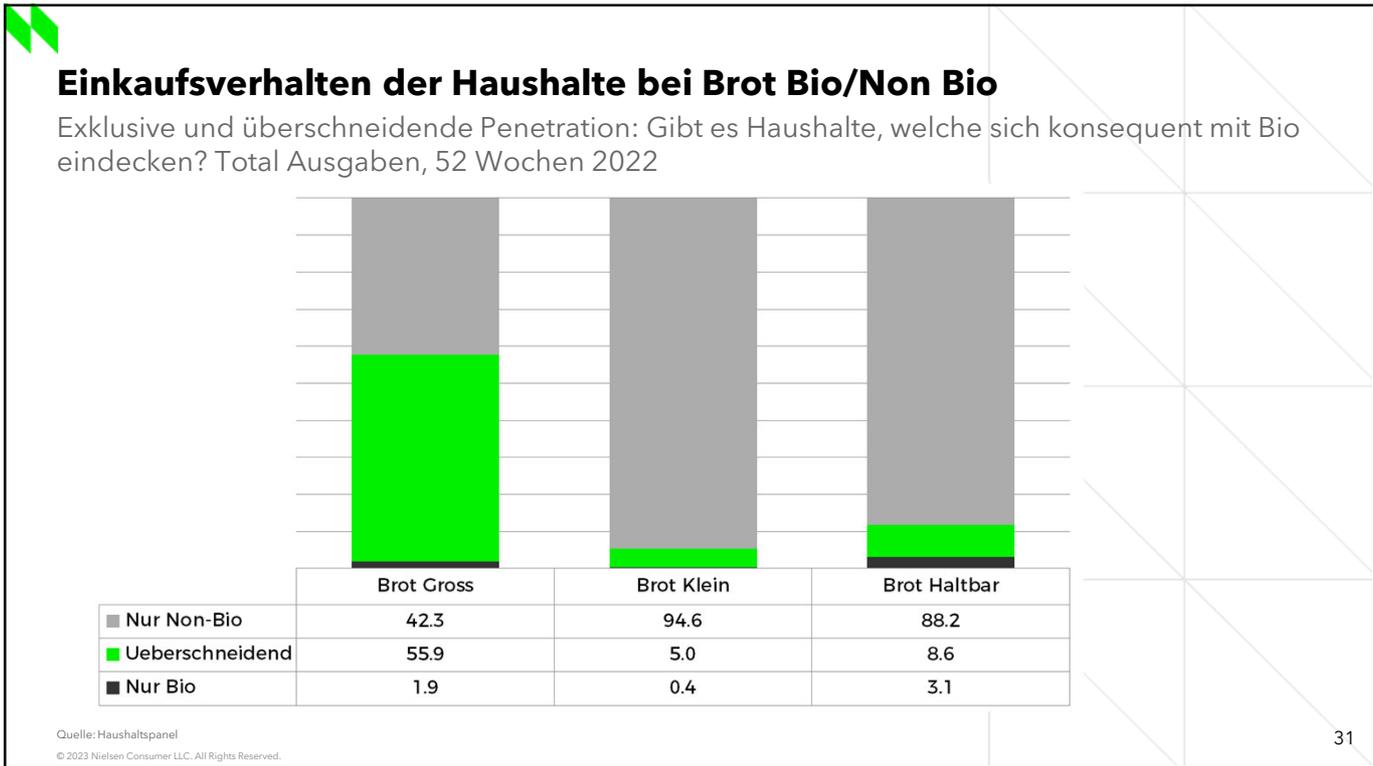


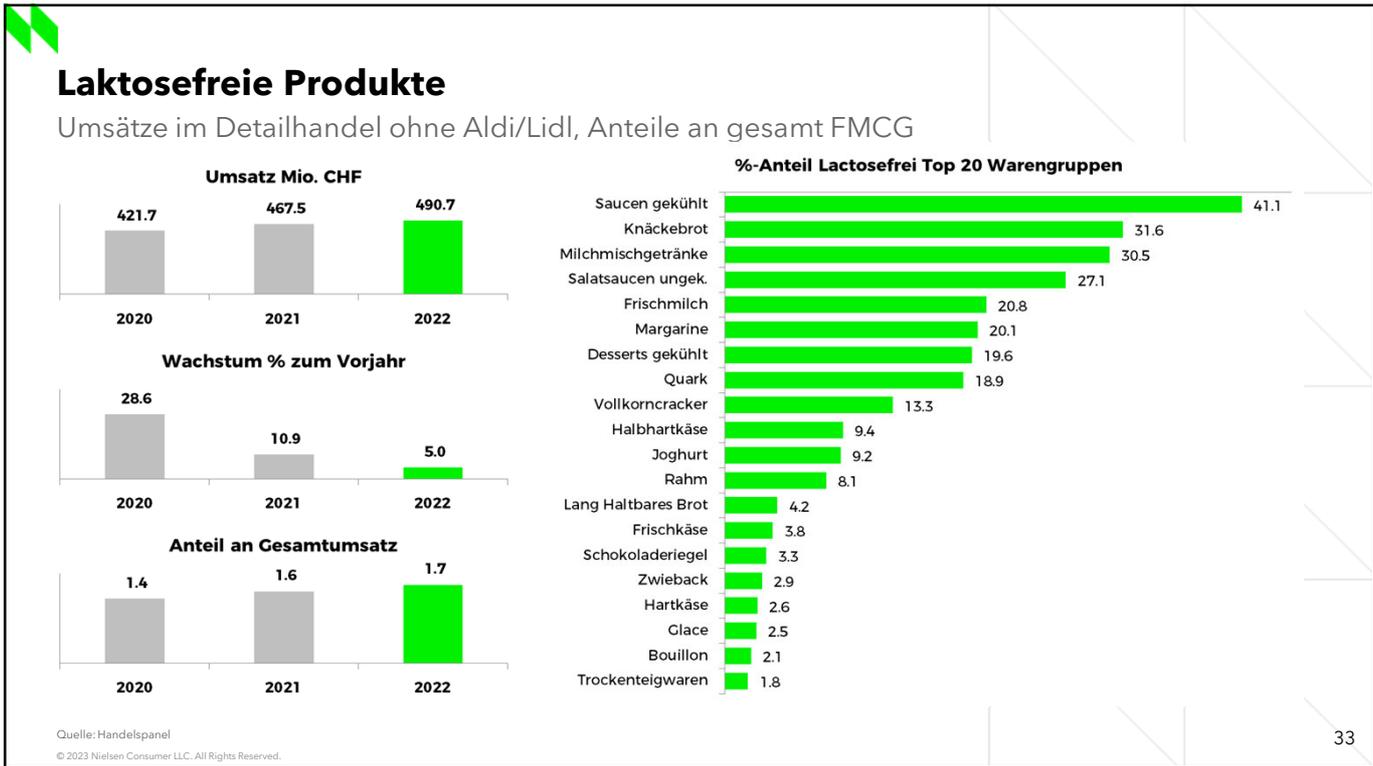
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