



Growth
from
Knowledge

Consumer Trends 2023 Switzerland

Know the most powerful
consumer trends that make the
difference.

GfK Switzerland



In a world seeking orientation, the hindsight provided by trends delivers powerful foresights to transform brands.



A **trend** is a genuine, longer-term change in attitudes or behaviors that has the potential to significantly influence the future of a market.

This report analyzes the effects of the corona pandemic and the war in Ukraine on people's attitudes and consumption behavior and highlights how consumer trends are changing. Learn which trends have survived the crisis, which are even intensifying, and what that means for companies and brands.



Database: GfK Consumer Life & GfK Consumer Pulse Studies



GfK Consumer Life:

the largest and longest global study of its kind, annual updates

Coverage
2023

29 countries
including Switzerland

Number of
Interviews

~35,000 globally
1'000 in Switzerland
population aged 15+

Methodology

Online
Panel blend of four to six online and
mobile providers for each market

GfK Consumer Pulse Studies:

feeling the consumer pulse with periodic ad-hoc studies

Coverage
2023

Switzerland
German and French Speaking
Switzerland

Number of
Interviews

500 per pulse study
population aged 16+

Methodology

Online
GfK Online Panel



Swiss Mood & Expectations about the Future

What are the Swiss most worried about?



Everyday Life

How have the pandemic and war affected the everyday life (activities, leisure behavior, etc.) and what changes remain?



Consumer Trends

What values, attitudes & interests, buying motives and expectations drive consumers these days?



Summary & Recommendations

How do the recent crises affect consumer trends? What does this mean for companies?

Find detailed descriptions of the current trends



GfK has been measuring consumer trends for more than 20 years

5 of the global trends are particularly pronounced in Switzerland



Discerning Consumption | Deeper Connections

Forging relationships with customers by aligning with their beliefs



Inflation and high prices are the biggest concern, followed by the costs of healthcare

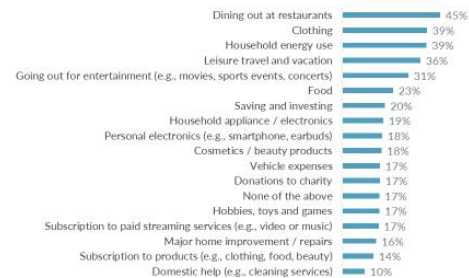


Which 3 things are you personally most concerned about today?

Consumers cut back on dining out, clothing and energy use



Cut backs in the last 12 months



© GfK Consumer Life 2023

© GfK 10

Consumer Trends Switzerland Report

- Includes data from long-standing GfK Consumer Life Studies and GfK Consumer Pulse Surveys
- 50 pages
- Report in English
- Investment: CHF 8'800

Your Consumer Life experts



Petra Süptitz

Director Consumer Intelligence

petra.sueptitz@gfk.com



Dr. Anja Reimer

Consumer Intelligence Switzerland

anja.reimer@gfk.com

”

Contact us – we look forward to
hearing from you