

DOING ONLINE BUSINESS IN SWITZERLAND

let's discover a beautiful, but complicated country



Agenda - Descubra à Suiça

1. The Retail Market
2. The Price Island
3. Checklist
4. The non EU factor
5. Regulation
6. Fulfillment Service Provider
7. Payment
8. Delivery
9. Communication / Marketing
10. *Studies and Reports*




Descubra à Suíça

<https://www.eda.admin.ch/aboutswitzerland/p/home.html#1>

The Federal Council > FDFA > Switzerland around the world

Português

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Descubra a Suíça

Q Pesquisar ...

Sociedade História Política Economia Ciência Formação Ambiente Infográficos Especiais

TRAZEMOS MAIS-VALIAS

3,8 MILHÕES DE RELÓGIOS

termos de exportações de relógios, a Suíça está um dos líderes: em 2018 exportou produtos no valor de 21,2 mil milhões de francos para todo o mundo.

suíça por setor:

- 0,7% or primário
- 25,8% or secundário
- 73,6% or terciário

A UE é o parceiro comercial mais importante da Suíça.

52,05% exportações

70,3% importações

Em 2018, a Suíça exportou café no valor de uns bons 2 mil milhões de francos. A percentagem de exportações foi 2,5 vezes superior à do chocolate e 3,5 vezes superior

EXPORTAÇÃO

As maiores percentagens em bens exportados (2018):

- 44,8% Produtos químico-farmacêuticos
- 14,4% Máquinas e sistemas eletrónicos
- 9,1%

Fatos e números do mês: economia

Fatos e números rápidos sobre a economia suíça: Produto Interno Bruto, divisão por setores, parceiros comerciais e produtos.

Os famosos buracos do queijo

Sistema de formação dual

Fatos e números do mês: economia

Especiais

- Uma obra para a Europa
- Solar Impulse – Volta ao mundo em um avião solar
- A nova cabana Monte Rosa: um cristal de rocha cintilante de metal
- Patrimônio Mundial da UNESCO: proteção de tesouros universais
- Relógios suíços
- A Suíça e seus recordes alpinos
- Queijo suíço



Switzerland.

WE ARE SWITZERLAND

8,419,600 > 1/4

inhabitants

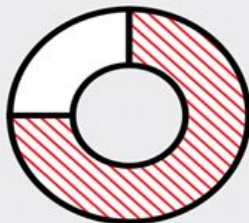
TOP 5

Foreign nationals by country of origin:

Italy	15.2%
Germany	14.7%
Portugal	13.1%
France	6.0%
Kosovo	5.2%

Switzerland is one of Europe's nations with the highest proportion of foreign residents – currently 2.1 million.

Foreign nationals 25%



Swiss nationals 75%

83.4 YEARS

Switzerland has the second highest life expectancy, after Japan, of all countries in the world.

Life expectancy:

women	85.3 years
men	81.5 years



×2

The Swiss population has more than doubled since the start of the 20th century.

Most people live in urban areas.



85%



Switzerland.

SWITZERLAND 3.0

>90%

of all households have an internet connection.

Most-used social media and data services:

- WhatsApp — 74%
- YouTube — 64%
- Facebook — 60%
- Facebook Messenger — 32%
- Instagram — 32%
- LinkedIn — 17%



11.2 M

mobile phones in Switzerland: on average 1.3 per person.

WWW.

A computer scientist from CERN, just outside Geneva, invented the World Wide Web in 1989. Today, more than 20 international organisations are involved in overseeing and managing the internet in Geneva.

NEWS SOURCES



Online (incl. social networks) 83%



Television 62%



Print media 49%



Social networks 45%



Radio 42%



Switzerland.

WE SPEAK SWISS

23.3%

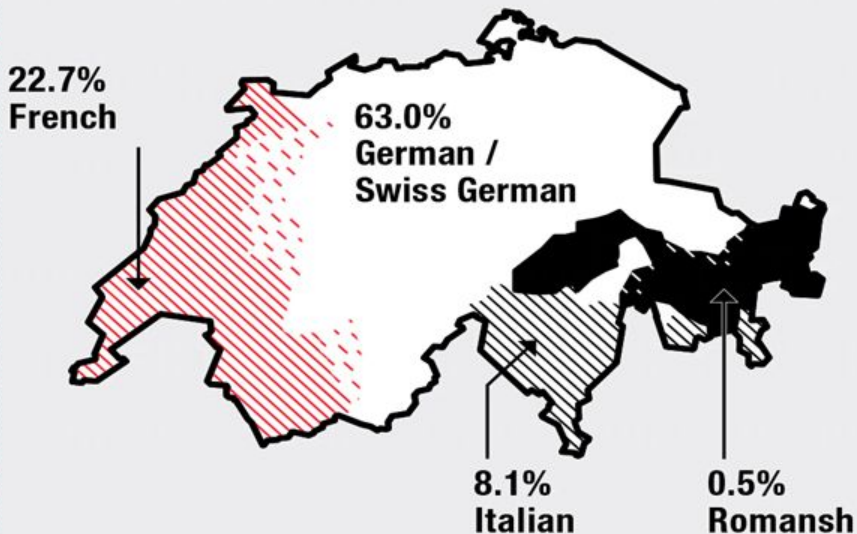
of the population do not have one of the four national languages as their mother tongue.

DIALECTS

“Swiss German” is a term that covers a large variety of Alemannic dialects.

4 LANGUAGES

Switzerland has 4 national languages.



English and Portuguese are the most commonly spoken foreign languages in Switzerland.

Romansh is a language from the Rhaeto-Romance family, derived from Latin.



Switzerland.

GOOD DESIGN BY TRADITION



Garden furniture made from fibre cement, e.g. looping beach chair by Willy Guhl, 1954.

Aa Aa

Frutiger and Helvetica are classic typefaces.



Swiss Army knife by Victorinox



Messenger bags made out of old truck tarpaulins by Freitag



Swiss railway station clock by Hans Hilfiker



REX

In 1947 the peeler by Zena revolutionised the world of cooking.



Stackable "Landi" chair by Hans Coray, 1939



Swatches



Nespresso capsules



Switzerland.

CULINARY HERITAGE

In Switzerland...



about 11 kg of chocolate is eaten per person every year



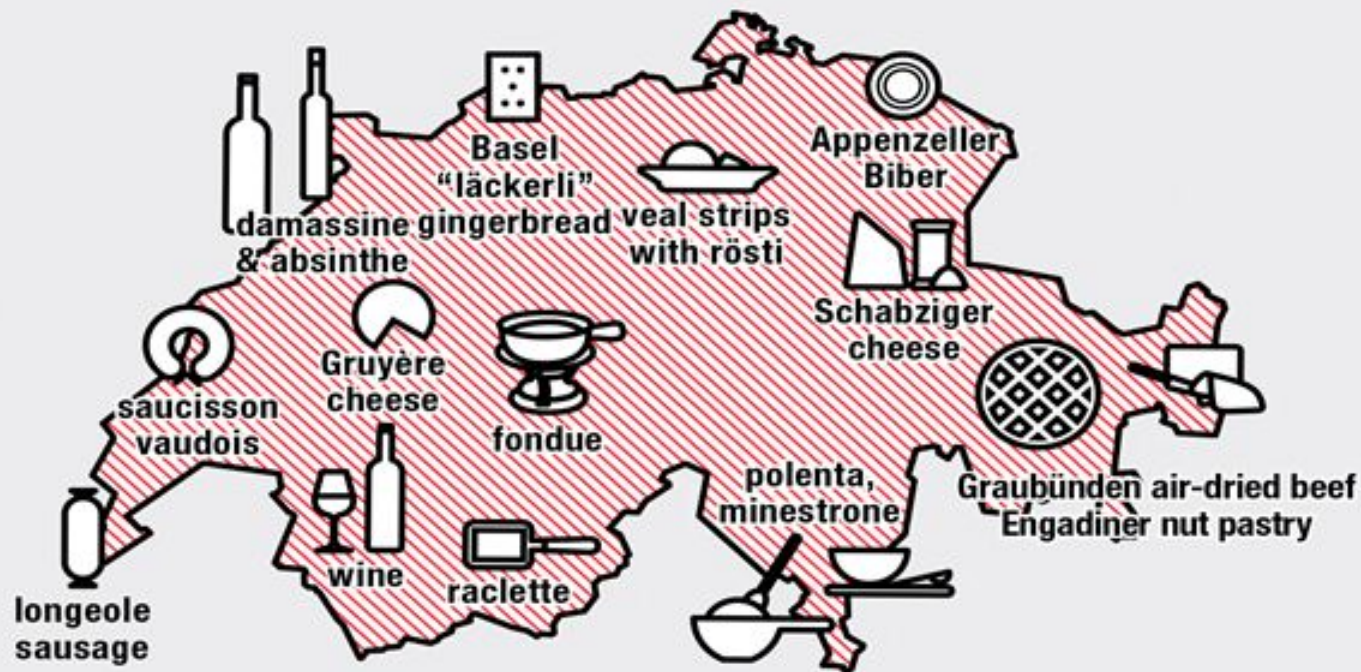
there are more than 450 varieties of cheese



approx. 200 varieties of grapevine are cultivated, of which 40 are unique to Switzerland

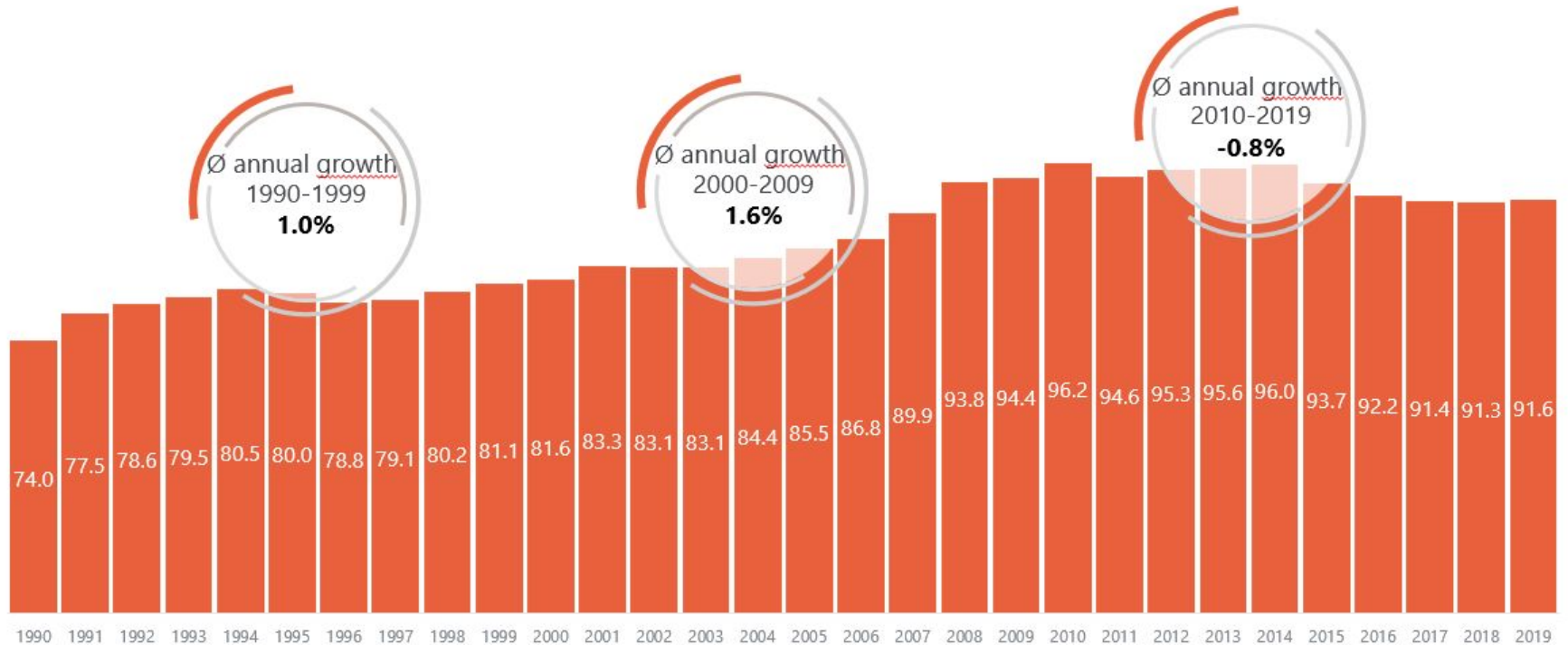


more than 200 types of bread are baked.



1. The Retail Market Switzerland

Sales in CHF billion



1. Cross Border Shopping

Sales Switzerland and purchases abroad

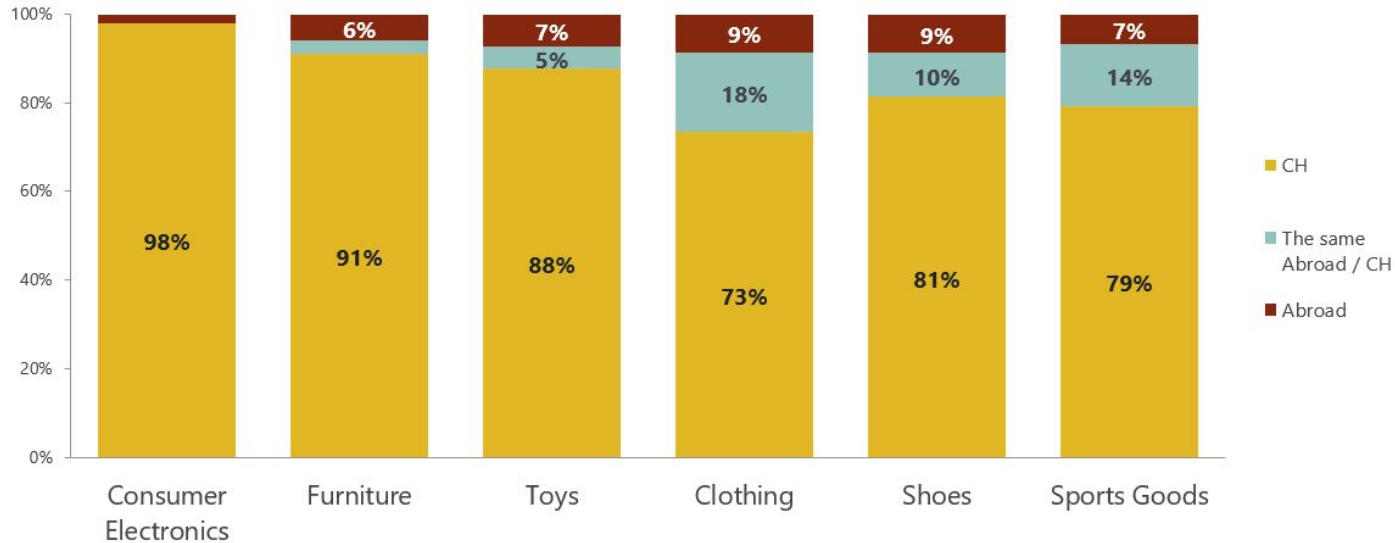


*Estimates / ** calculations BAK Economics. As of February 2020 provisional, nominal at current prices.
© GfK 2020 | Online Market Switzerland | March 2020



1. Cross Border Shopping Behaviour

What products were purchased in HY2 2019?
Were they purchased in Switzerland or abroad?



Base = 1'000 people, filter: has purchased product - GfK eBus "Streaming services & purchase intention 2020"
© GfK 2020 | Online Market Switzerland | March 2020

© GfK

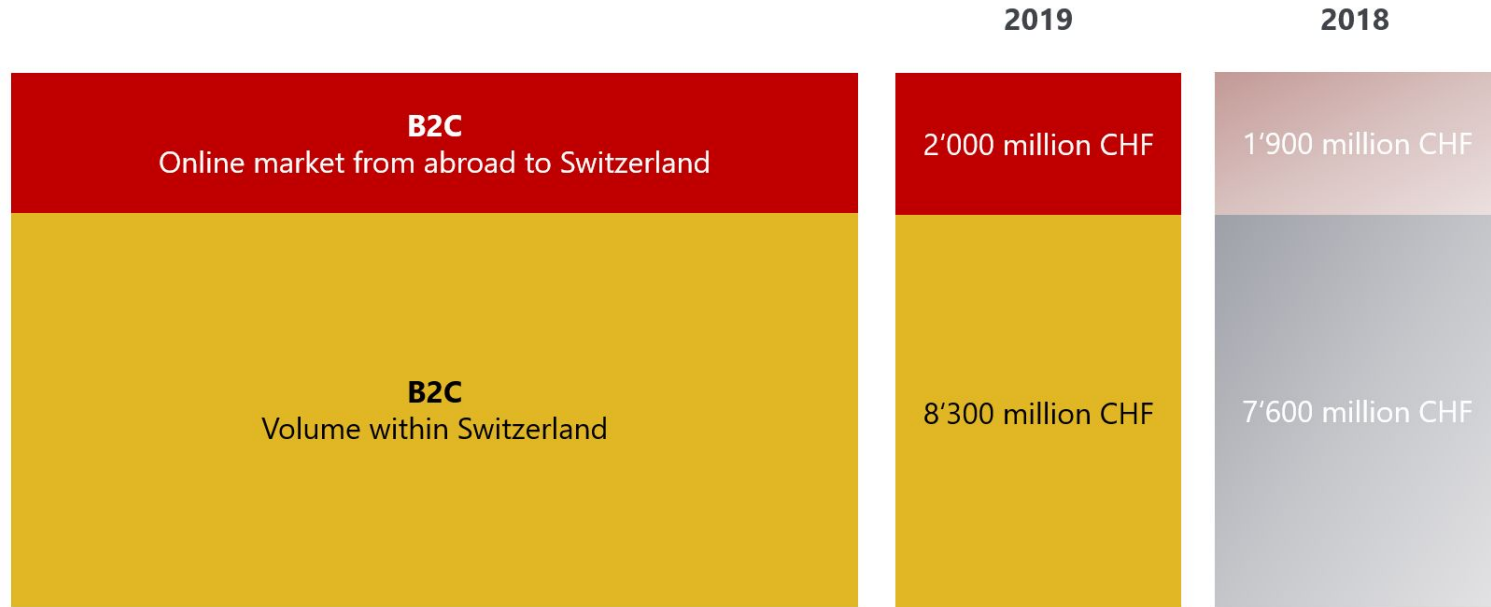
1. Online Shopping

Online-Retail Switzerland incl. direct shipping from abroad



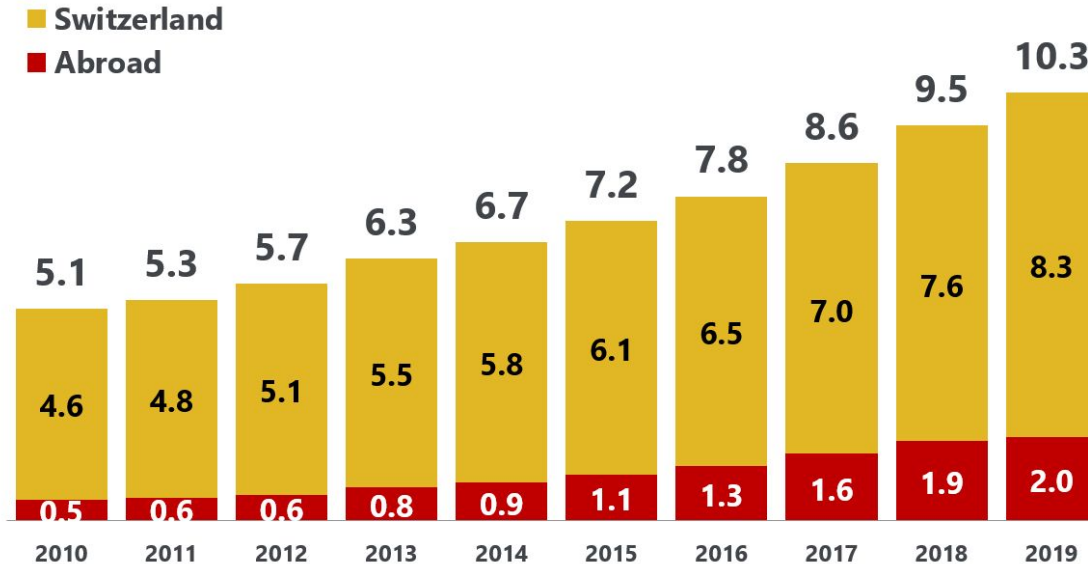
1. Online Shopping - Development

Online retail



1. Online Shopping - Development

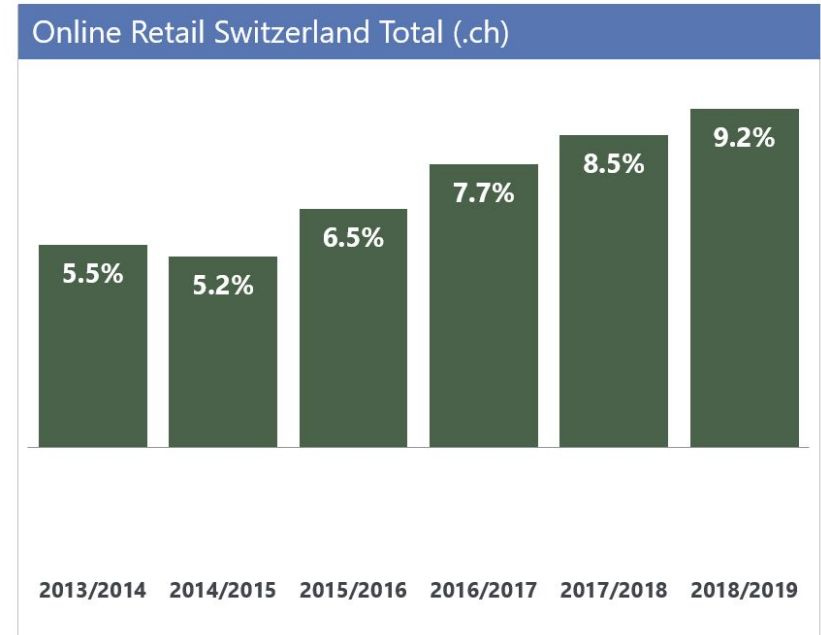
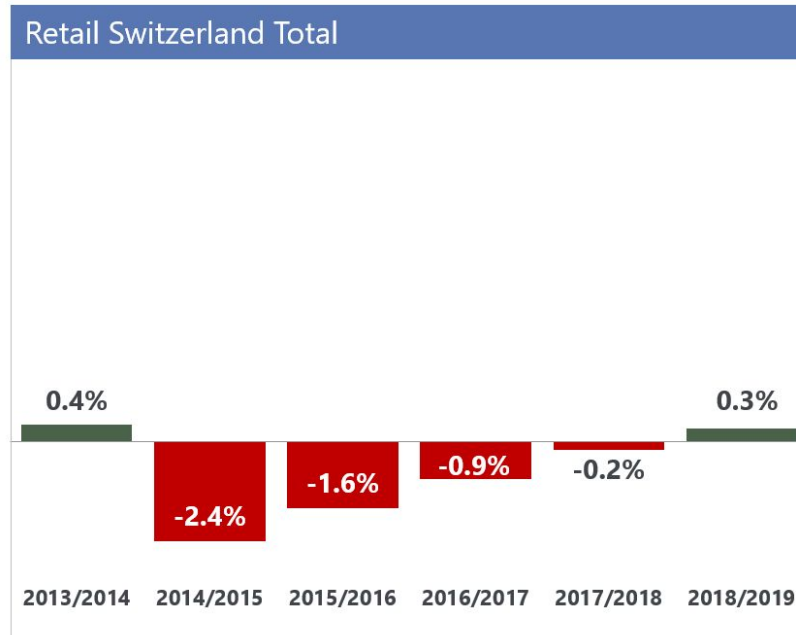
Online retail 2010 – 2019 in CHF billion



- Consumption in online retail grows 2019 by a total of **8.4%** or **800 million CHF**
- **Domestic purchases** on .ch domains **grow by 9.2%**
- **Direct cross-border online purchases with delivery in Switzerland** grow at a below-average rate of **5.2% in 2019**

1. Online Shopping - Development

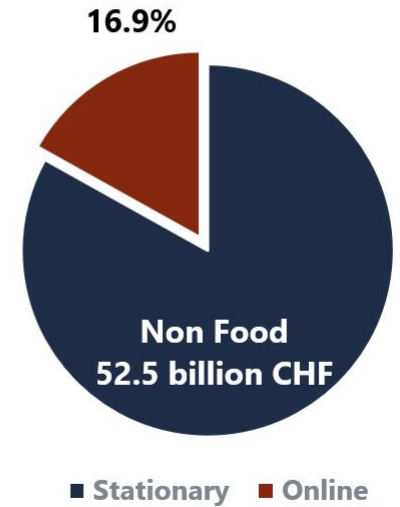
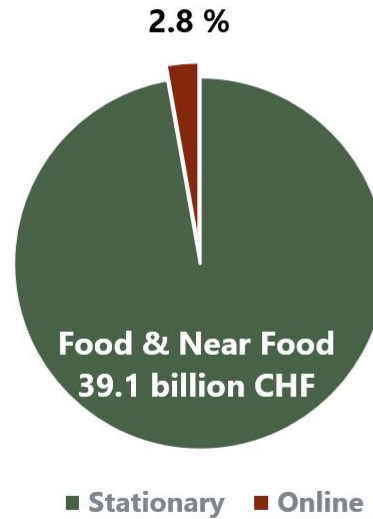
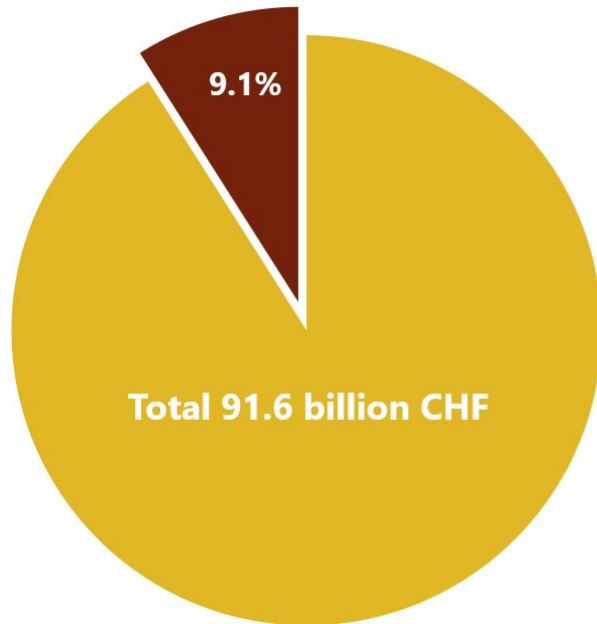
is increasing faster than traditional retail in Switzerland – change in %



Base: B2C – Volume of CHF 8.3 bn excluding foreign purchases

1. Online Share in % of total Retail

in % of total swiss retail 2019



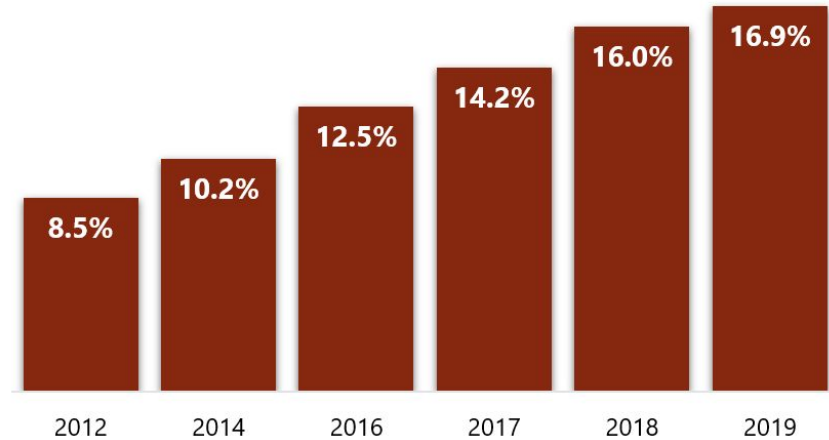
1. Online Share in % of total Retail

in % of total retail

Food



Non Food



1. Online Volume per assortment

Volume in billions of CHF

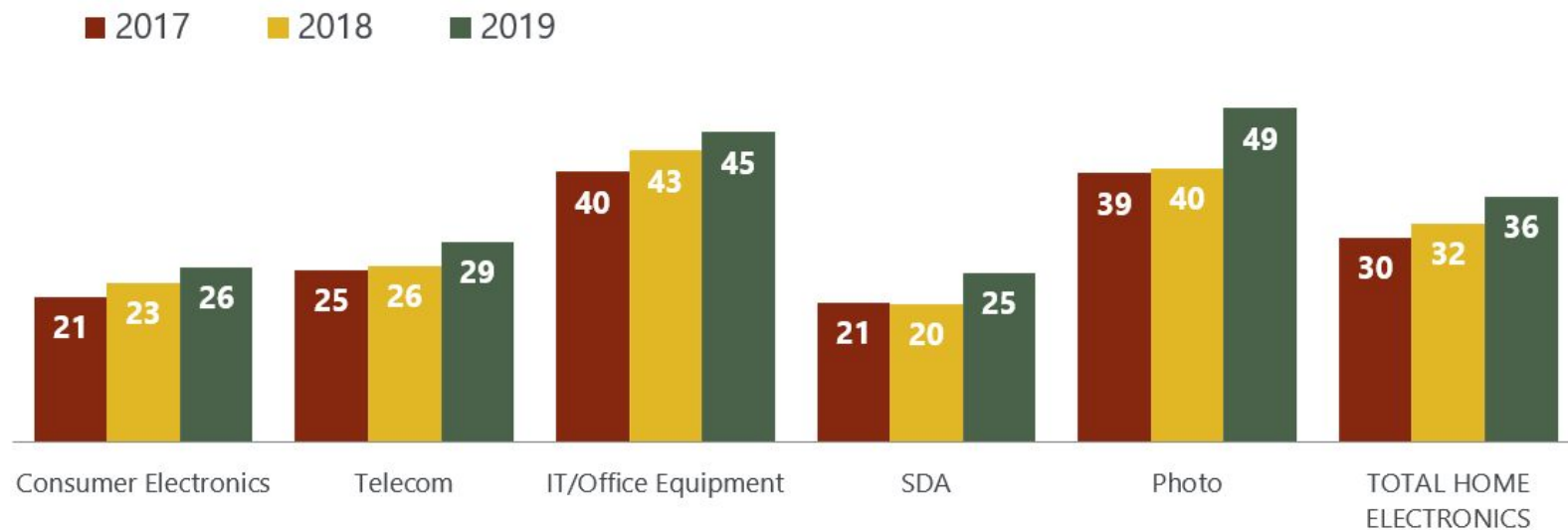


1. Online shares Home electronics

Basis value in CHF, figures in %

VSV ASVAD
Verband des Schweizerischen Versandhandels
l'Association Suisse de Vente à Distance

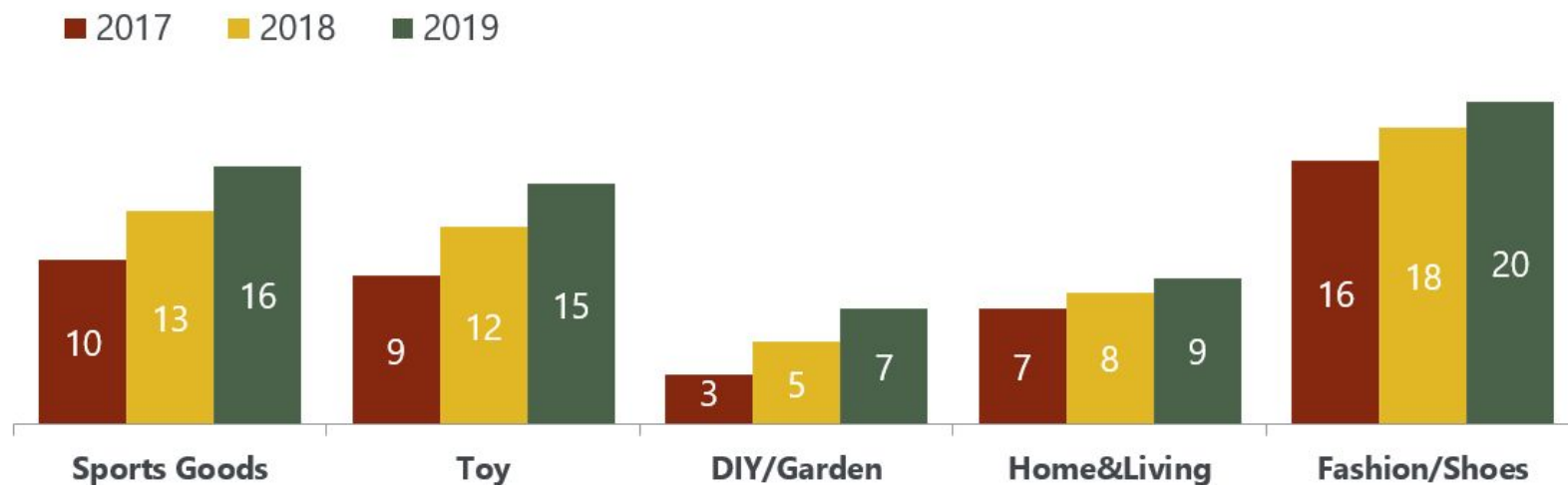
DIE POST
LA POSTE
LA POSTA














1. Online shares Home & Lifestyle

Basis value in CHF, figures in %

VSV ASVAD
Verband des Schweizerischen Versandhandels
l'Association Suisse de Vente à Distance



1. Corona Impact - March

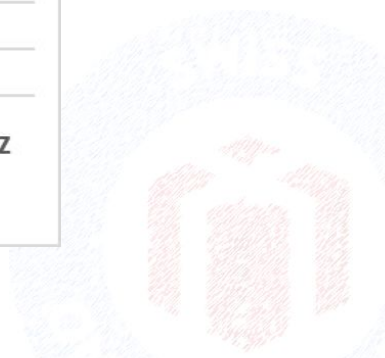
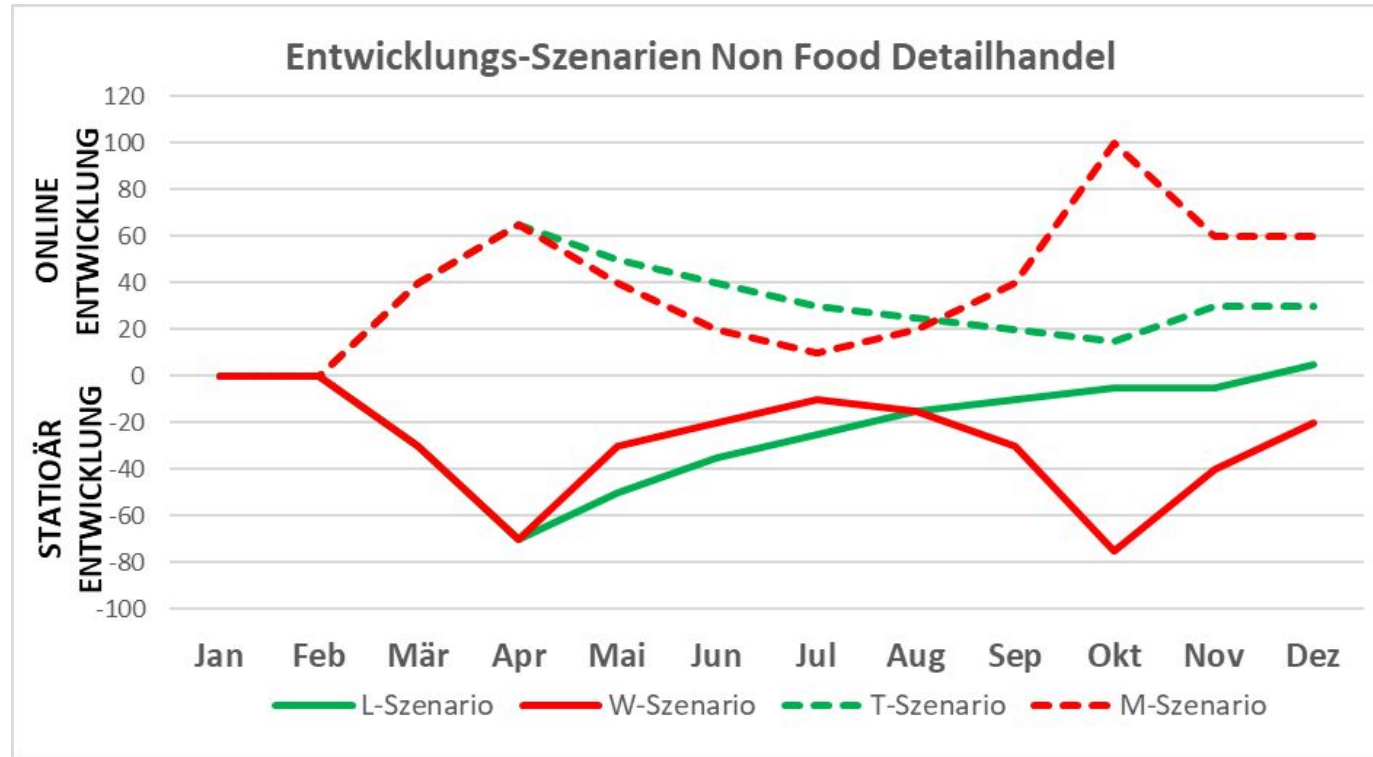
Branche	Jan	Feb	Mrz	Apr	Mai	Jun	Jul	Aug	Sep	Okt	Nov	Dez	kumuliert
 Fashion	94.7	102.0	92.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	96.0
 Multimedia / IT	111.2	113.9	150.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	124.7
 Freizeit / Hobby / Spielwaren	129.4	124.1	207.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	154.9
 Home & Living	125.4	125.5	157.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	136.5
 Medien	98.7	106.2	146.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	116.2
 Büro	91.5	96.3	105.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	97.6
 Health & Beauty	102.3	101.7	145.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	116.8
 Uhren & Schmuck	73.6	84.8	83.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	79.3
 Universalversender	97.7	106.0	119.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	107.8
 Übrige / Lebensmittel	135.0	141.2	165.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	147.2
 Sport / Sportgeräte	144.2	130.8	182.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	154.7
kumuliert	108.3	111.9	138.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	119.6

FCST April: **+ 60 %**
FCST May: **+ 40 %**

FCST 2020: **+ 30 %**



1. Corona Szenarios for Switzerland



1. Top Online Retailer

Top 30 B2C

Rang	Onlineshop	E-Commerce-Umsatz 2018	Sortiment	
1	zalando.ch *	785,0	Fashion & Accessoires	
2	digitec.ch (*)	775,0	Electronics & Media	
3	amazon.de (inkl. Marktplatzanteil) *	660,0	Universal	
4	allexpress.com *	475,0	Universal	
5	nespresso.com/ch/ *	350,0	Body & Taste	
6	brack.ch *	308,0	Universal	
7	microspot.ch	242,0	Universal	
8	wish.com *	185,0	Universal	
9	leshop.ch	184,7	Body & Taste	
10	galaxus.ch (*)	175,0	Universal	
11	coopathome.ch	152,0	Body & Taste	
12	zurrose.ch	132,0	Body & Taste	
13	interdiscount.ch *	105,0	Electronics & Media	

Top 15 B2B

Rang	Onlineshop	Unternehmen	E-Commerce-Umsatz 2018	
1	elektro-material.ch	Elektro-Material AG	344,0	
2	alltron.ch *	Alltron AG	330,0	
3	shop.w-f.ch	Winterhalter Fenner AG	207,0	
4	lyreco.ch	Lyreco Switzerland AG	195,0	
5	ottofischer.ch *	Otto Fischer AG	190,0	
6	d-a.ch	Debrunner Acifer AG	116,0	
7	brw.ch *	Brütsch/Rüegger Werkzeuge AG	110,0	
8	eshop.meiertobler.ch	Meier Tobler AG	106,4	
9	opo.ch	OPO Oeschger AG	93,7	
10	arp.com	ARP Schweiz AG	85,9	
11	hilti.ch *	Hilti (Schweiz) AG	77,0	
12	spaeter.ch *	Spaeter Gruppe	76,0	
13	distrelec.ch *	Distrelec-Bereich der Dätwyler Schweiz AG	75,0	
14	iba.ch *	Iba AG	72,0	
15	kaiserkraft.ch *	KAISER+KRAFT AG	70,0	

source: <https://blog.carpathia.ch/poster2019>



1. Top Online Marketplaces (incl. travel, ticketing)

Top 10 Reisen, Tickets & horizontale Plattformen

Rang	Onlineshop	Unternehmen	E-Commerce-Umsatz 2018
1	swiss.com *	Swiss International Air Lines	1 325,0
2	booking.com *	Booking.com	894,6
3	sbb.ch *	SBB AG	848,0
4	ricardo.ch * (inkl. Autoricardo)	Ricardo.ch AG	600,0
5	airbnb.ch *	Airbnb Inc.	470,0
6	hogashop.ch *	Hogalog AG	350,0
7	ticketcorner.ch	Ticketcorner AG	246,3
8	ebay.ch *	Ebay Inc.	200,0
9	expedia.com *	Expedia Inc.	173,8
10	starticket.ch	Starticket AG	136,0

source: <https://blog.carpathia.ch/poster2019>

Top shopping Marketplaces

1. Amazon (.de, .it, .fr, .uk)
2. wish
3. aliexpress
4. [ricardo.ch](https://www.ricardo.ch)
5. [Galaxus](https://www.galaxus.ch)
6. [Microspot](https://www.microspot.ch)
7. [ebay.ch](https://www.ebay.ch)
8. [Anibis](https://www.anibis.ch)



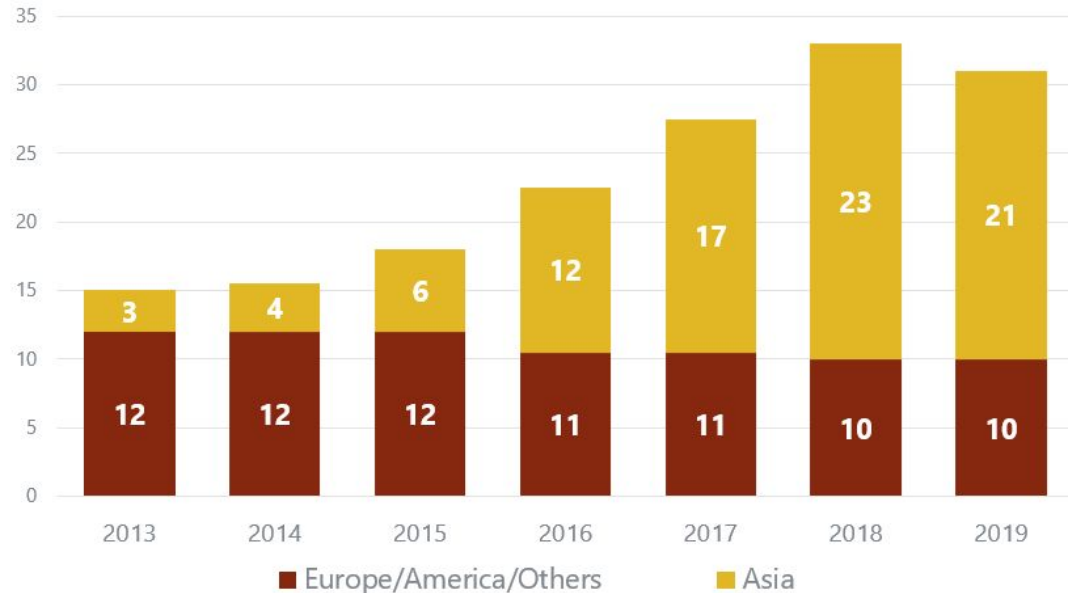
1. The Amazon factor in Switzerland

- Amazon.de / .fr / .uk / .it ⇒ but not Amazon.com!
- big player but not the biggest one
- Amazon is not “attacking” Switzerland, but is open for business
 - Customs and VAT issues
 - ***Attention: Marketplace shops do not have access to customs duty solution of Amazon...***
- Some marketplace participants do not deliver to Switzerland
- Work around for Swiss Consumers: meineinkauf.ch



1. Cross Border Impact - the Chinese Wave

Small consignments in million pieces from... (direct imports)



- Decline of 4.6% in number of consignments
- But goods values are rising
- Lex Amazon leads to around 200 VAT registrations in 2019

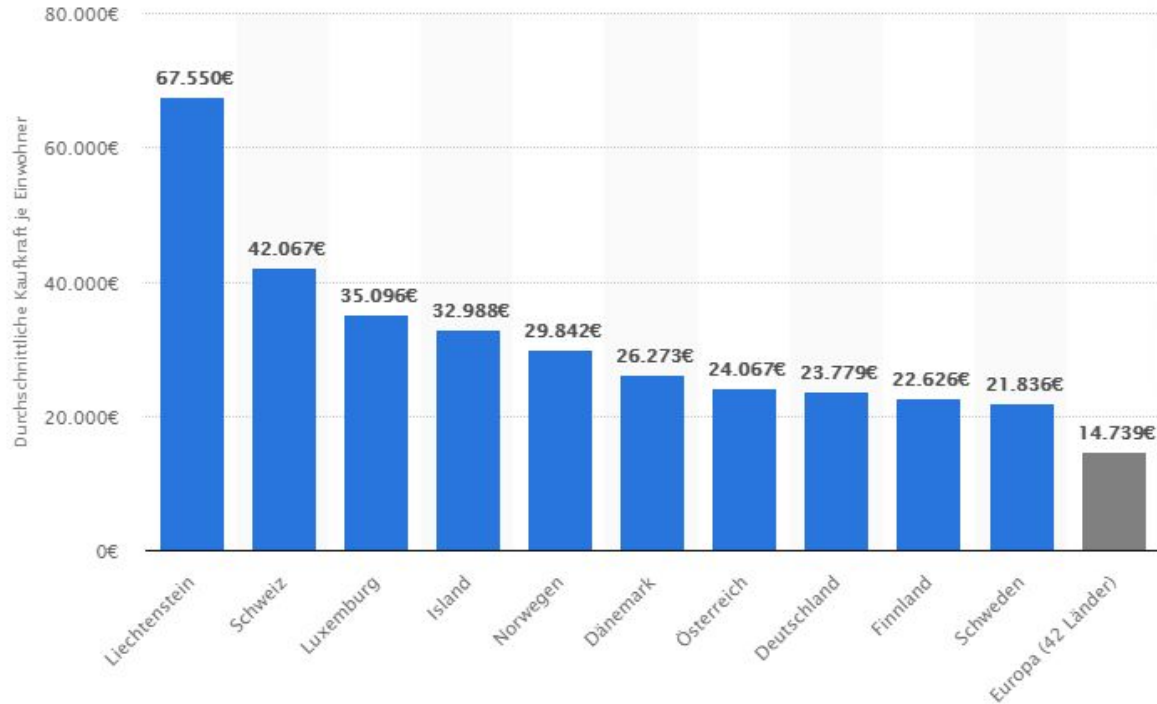
2. The Price Island



Preis eines Big Macs im Juli 2018 umgerechnet in Dollar

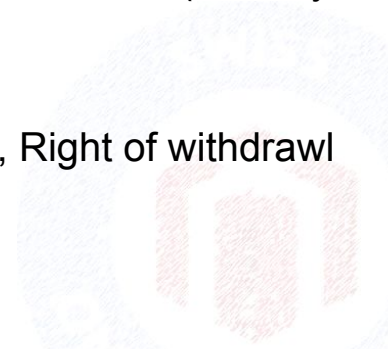


2. The Price Island - Purchasing Power



3. Checklist - 10 ticks before you start anything

- Customs:** My product does not “suffer” from any customs restrictions - be careful with F&B, parfums/soap/beauty products, jewellery, plugs (electronic)
- Do you know the **weight** of your product (customs duty calculation)?
- VAT** mandatory if total turnover > 100'000 CHF or parcel value > 65 CHF (incl. freight)
- 1, 2 or 3 languages?** - German, French and/or Italian - what about English?
- Product declaration** available in a country language?
- Returns:** I know how you deal within Switzerland? How to get returns back to Portugal? (return customs)
- Pricing:** can I really ask a “Swiss Surcharge” - be aware of high transaction costs (delivery, returns, advertising etc.)?
- I have a solution for **Payment** against invoice (80 % share)
- Yes I know, **Regulation** is different: Terms & Conditions, Data Protection, Right of withdrawl



4. The NON EU factor

Customs Duty: Switzerland is the only country which is working with **WEIGHT** (and not value) for customs duty calculation for business transactions!

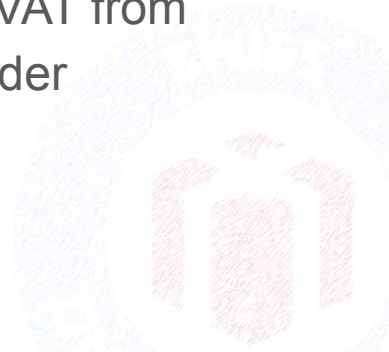
[https://de.wikipedia.org/wiki/Zoll_\(Abgabe\)#Spezifischer_Zoll_\(Gewichtszoll\)](https://de.wikipedia.org/wiki/Zoll_(Abgabe)#Spezifischer_Zoll_(Gewichtszoll))

⇒ How much does your T-Shirt, shoes, bags etc. weigh?

But: If the consumer is “the importer”, customs duty is based on value...

<https://www.post.ch/en/business-solutions/exports-imports-and-customs-clearance/imports/fags-about-imports-customs-and-vat>

VAT: Switzerland is not allowed to participate at the EU (M)OSS for VAT from 2021 on ⇒ separate VAT Declaration or working with a service provider



4. The NON EU factor: Pro Tip Customs

1. Try to control the whole process - do not let the consumer pay for customs / VAT by surprise
 - a. **Option 1:** Stock some of your items in Switzerland and ship from there
 - b. **Option 2:** Use a specialized fulfillment partner or DHL, DPD or Asendia (Swiss Post) or another professional operator to do the whole process
 - c. **Option 3:** for parcel values < 65 CHF (and yearly turnover < 100 kCHF) you can use a duty free procedure = low value consignments.
⇒ will be challenged by the government within the next years



5. Regulation EU vs. CH

- EU regulation **does not** apply in CH
- no regulation for “right of withdrawal”
- different regulation for privacy / data protection

BUT: [Swiss Online Garantie](#) based on a code of conduct is close to EU requirements for E-Commerce

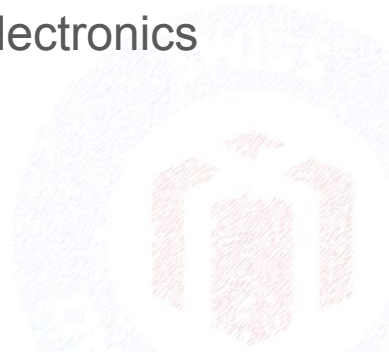
AND: Swiss Consumers are spoiled...



5. Regulation - special CH link collection

A special **E-Commerce** or **terms & condition** regulation does not exist. In theory you could work without any terms, then the [Code of Obligation](#) is applicable:

- [Consumer protection](#) regulation - Overview
- [Price declaration](#) + [a helpful guide](#)
- [Product liability](#)
- [Data Protection](#) ⇒ new regulation expected for 2021
- **Watch out:** special regulation for Food, wooden products, fur, electronics (plug, voltage etc.)



5. Regulation - what our association is offering

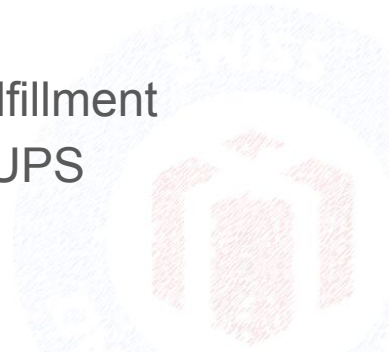
- “mini” standard terms & condition
- “mini” standard data protection / privacy declaration
- Compliance Quick Check of our members webshops



6. Fulfillment Service Provider

Customs / VAT / Logistics / Warehousing

1. [MS Direct](#): Swiss owned company, biggest and most experienced player in Switzerland - customers like Zalando, home24, esprit etc.
⇒ Watch out: Returns = reexport
2. [Rhenus](#): Germany based, international player, strong presence in Switzerland, strong focus on combination freight and fulfillment
3. [Fiege](#): Germany based, international player, strong in combination with freight transport
4. [SVZ Schweizer Versandzentrum](#): Focus on warehousing and fulfillment
5. ... and all the postal providers such as DPD, DHL, Swiss Post, UPS



6. Potential B2B2C partner for Wholesale

- Food:
 - Gebana.ch
 - mahlerundco.ch
 - biopartner.ch
- Wine: ⇒ **watch out:** there is a wine quota: <https://zollkontingente.douane.swiss/fr>
 - [Schwander](#) (Selection)
 - [Schuler](#)
 - [Flaschenpost](#)
- Hardware/Electronics
 - brack.ch
 - microspot.ch
- Fashion
 - ⇒ dominated by foreign big players, not really available



7. Payment Preferences



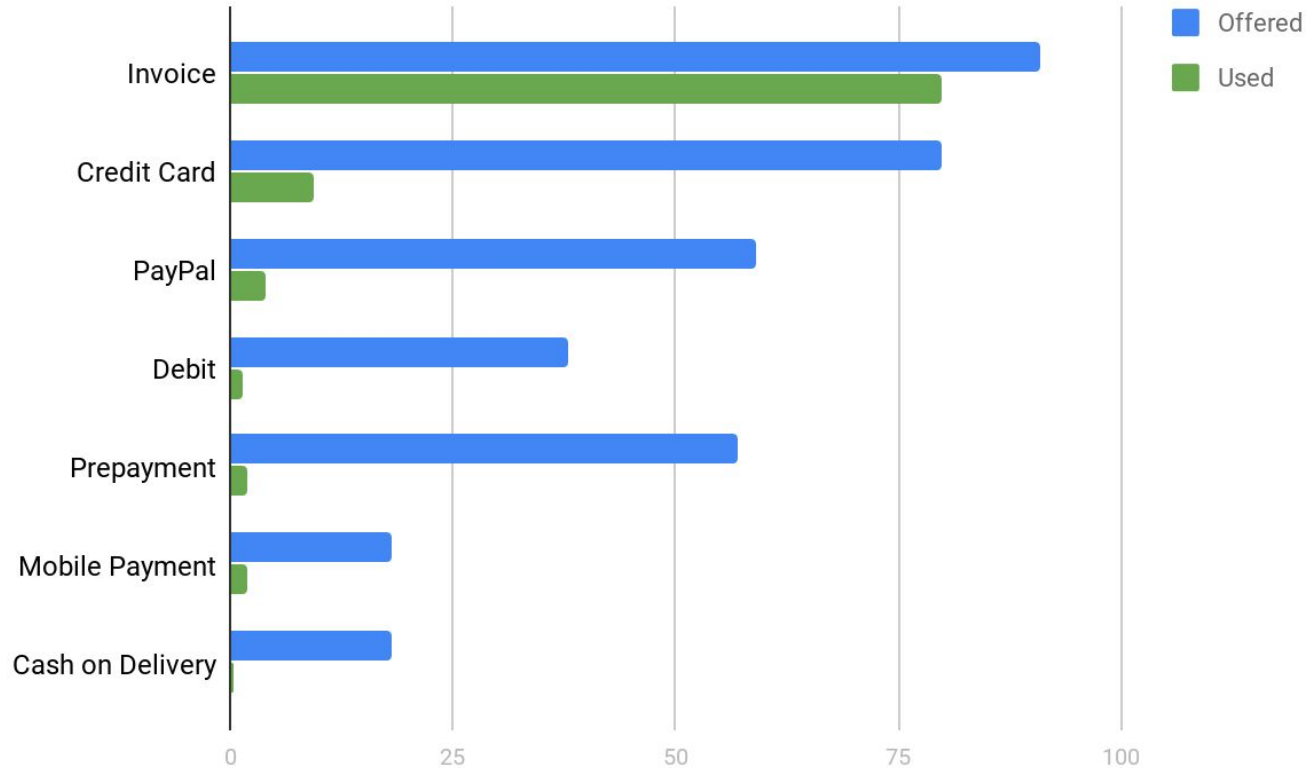
Swiss love **INVOICES**...

we pay tax, health insurance, train tickets

against invoice



7. Payment Preferences Online Retail



7. Payment Preferences Online Services



7. Payment Provider / Acquiring / Processing

- [Concardis](#) (Acquiring)
- [Six Worldline](#) (Acquiring)
- [Data Trans](#) (PSP)
- [Post Finance](#)
- [Payrexx](#)

see also special topic Payment Chapter 6



7. Payment - Invoices Outsourcing Providers

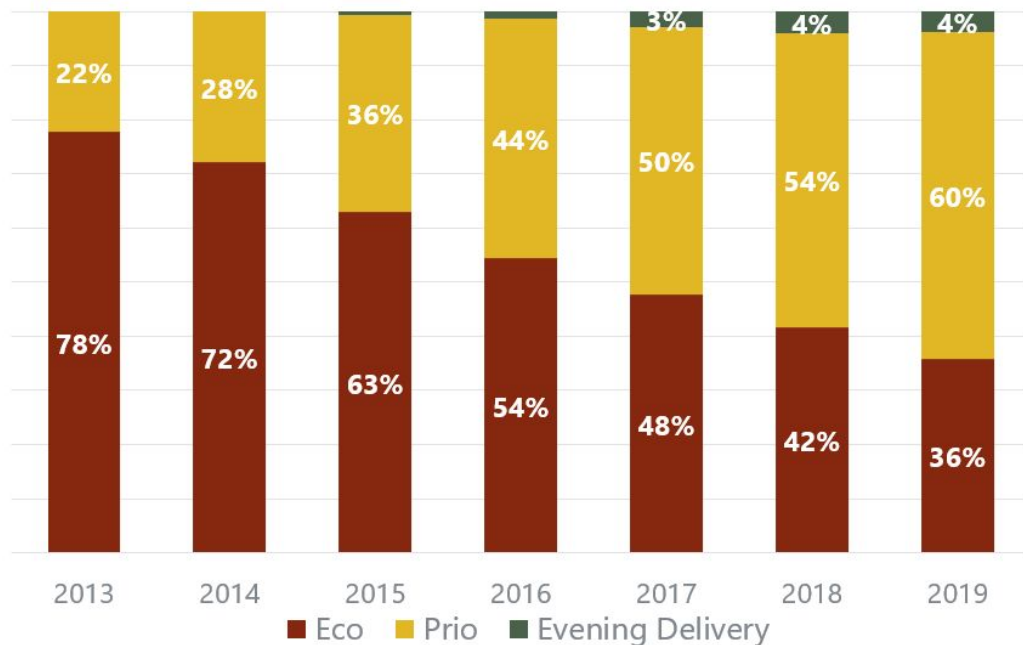
- [Byjuno AG](#) ⇒ Swiss based + founded, owned by Intrum
- [MF Group](#) ⇒ Swiss based + founded, minority stake by arvato infoscore
- [Swiss Billing](#) ⇒ CEMBRA BANK (former GE Money)
- [Klarna \(Billpay\)](#) ⇒ Swedish based

⇒ We recommend to join an outsourcing partner for the start



8. Delivery Options

Distribution of parcels by delivery type

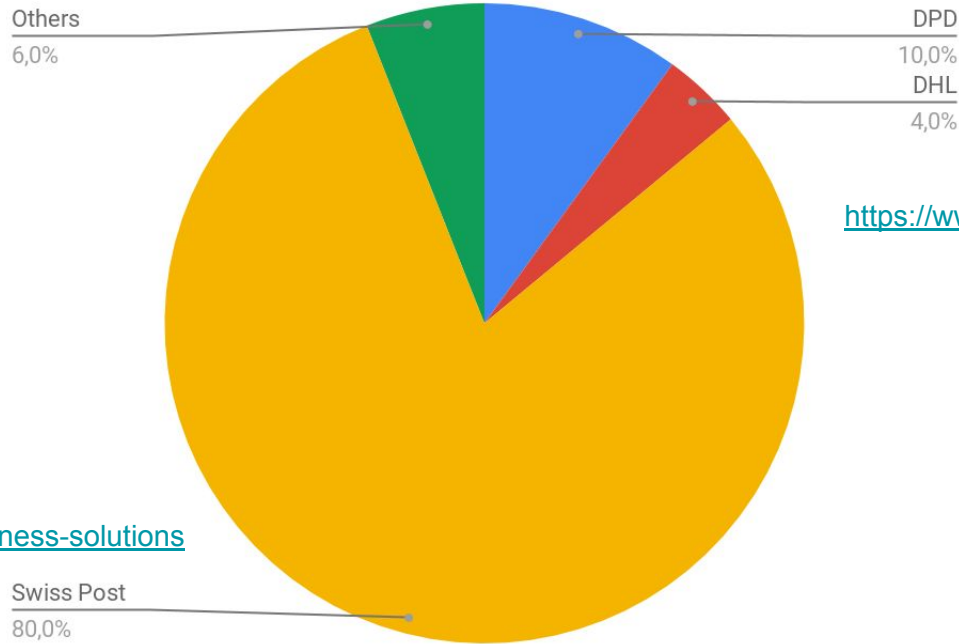


- 2019: Total of **55 million packages** from VSV-members
- Shift from Eco to Prio - options for customers.
- Evening delivery still little pronounced



8. Delivery providers - the classic way

Share of B2C Market



<https://www.dpd.com/ch/fr/>

<https://www.dhl.com/ch-en/home.html>

<https://www.post.ch/en/business-solutions>



8. Delivery providers - new players

- [QUICKPAC](#) pure green delivery with 100 % electric vehicles
⇒ 30 % coverage of Switzerland, target 2022: 90 %
- [notime](#): Same Day delivery by cargo bike, process and infrastructure owner
- [luckabox](#): technical platform to link various delivery provider to a shop
- [AnnaNow](#): peer2peer platform



8. Delivery options and providers

- > 90 % is home delivery
- 95 % at 1st attempt delivery
- ecological impact
- Quickpac pushes same day delivery




9. Main advertising channels

Yes, [we use google, facebook, instagram](#) as well... but...

JAN 2020

MOST-VISITED WEBSITES (SIMILARWEB)


RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO SIMILARWEB



SWITZERLAND

#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	315,800,000	11 M 24S	8.5
02	YOUTUBE.COM	STREAMING VIDEO	94,150,000	22M 12S	8.9
03	FACEBOOK.COM	SOCIAL	62,870,000	9M 13S	9.1
04	GOOGLE.CH	SEARCH	53,060,000	8M 27S	10.4
05	WIKIPEDIA.ORG	REFERENCE	36,290,000	3M 50S	3.3
06	20MIN.CH	NEWS & MEDIA	24,210,000	4M 10S	3.4
07	BLICK.CH	NEWS & MEDIA	23,830,000	4M 15S	3.3
08	BLUEWIN.CH	NEWS & MEDIA	20,620,000	6M 51S	5.1
09	PORNHUB.COM	ADULT	16,230,000	9M 11S	8.5
10	SRF.CH	STREAMING VIDEO	14,980,000	4M 21S	3.8

we are social

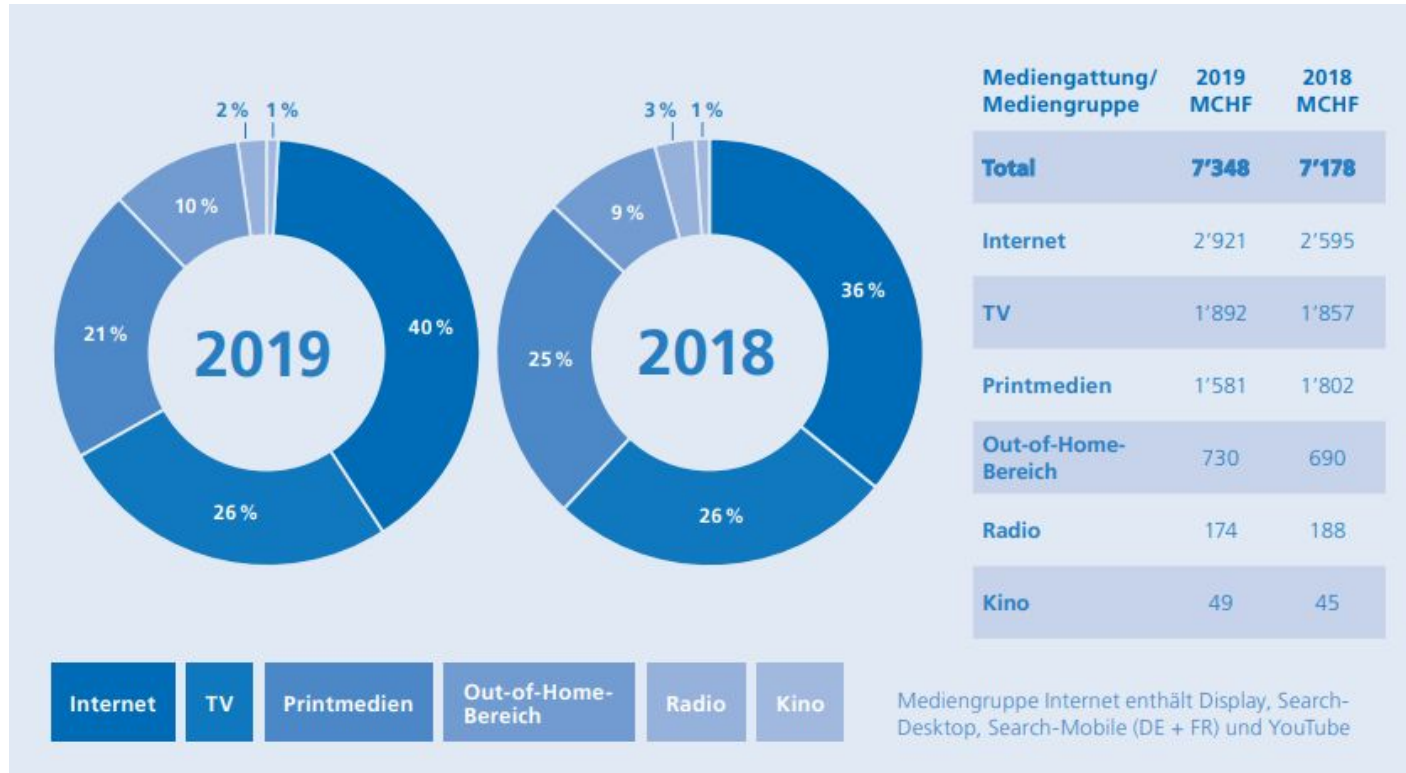


9. Advertising / Communication in CH

- CH is still a “TV + Print” country ⇒ strong and reliable Swiss Post
- CH is slow to change habits
- CH is at the top of using / buying the newest devices
- **Advertising in CH is very expensive ⇒ 2 x**
- CH is complicated (languages)
- CH advertising in TI (italian speaking) is cheap!
- strongest “Newsportal”: [20min](#)



9. Main advertising channels



https://www.swa-asa.ch/de-wAssets/docs/Publikationen/2020/Rapport_annuel_2019.pdf

9. Main advertising channels - Top Spender

Top-20-Werbungtreibende 2019

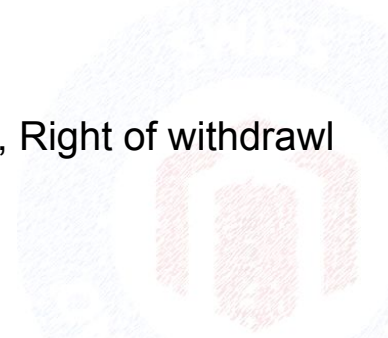
	TCHF	+/- Vj. (%)		TCHF	+/- Vj. (%)
1. Coop-Gruppe Genossenschaft	279'291	5.0	11. Reckitt Benckiser (Schweiz) AG	39'889	24.7
2. Migros-Genossenschafts-Bund	238'798	-9.0	12. Denner AG	38'410	2.3
3. Procter + Gamble Switzerland SARL	143'167	3.6	13. Dipl. Ing. Fust AG	38'327	-10.5
4. Ferrero Schweiz AG	82'764	-13.8	14. L'Oréal Suisse SA	37'722	34.8
5. Swisscom (Schweiz) AG	77'824	-11.9	15. Booking.com (Schweiz) AG	36'244	18.9
6. Lidl Schweiz AG	56'057	26.2	16. Home24 GmbH	35'315	0.5
7. Ebookers.com SA	45'889	17.5	17. Nestlé SA	35'032	-16.9
8. Digitec Galaxus AG/Galaxus	41'638	-19.9	18. Manor AG	33'767	-11.6
9. Trivago GmbH	41'631	-8.7	19. Sunrise Communications AG	31'892	15.1
10. Zalando SE	40'641	7.2	20. Microspot AG	29'633	28.4

Mediengruppe Internet enthält Display, Search-Desktop, Search-Mobile (DE + FR) und YouTube



Checklist - ticked? All the best and welcome!

- Customs:** My product does not “suffer” from any customs restrictions - be careful with F&B, parfums/soap/beauty products, jewellery, plugs (electronic)
- Do you know the **weight** of your product (customs duty calculation)?
- VAT** mandatory if total turnover > 100'000 CHF or parcel value > 65 CHF (incl. freight)
- 1, 2 or 3 languages?** - German, French and/or Italian - what about English?
- Product declaration** available in a country language?
- Returns:** I know how you deal within Switzerland? How to get returns back to Portugal? (return customs)
- Pricing** can I really ask a “Swiss Surcharge” - be aware of high transaction costs (delivery, returns, advertising etc.)?
- I have a solution for **Payment** against invoice (80 % share)
- Yes I know, **Regulation** is different: Terms & Conditions, Data Protection, Right of withdrawl



10. Studies / Reports

- [Omni Channel Readiness Index ORI Slides](#) (in English)
- [ORI](#) Summary Poster (in English)
- [Facts & Figures](#) (in French)
- [60 seconds in Swiss E-Commerce](#) (in German)
- [E-Commerce Report Switzerland 2019 – a qualitative approach](#) (in German, French + English)



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