

SWITZERLAND. SMALL COUNTRY. SERIOUS BUYING POWER.

For products, services, brands, founders and operators, Switzerland offers a powerful combination: high incomes, near-universal digital access and a proven willingness to buy online.

\$8'672**MEDIAN GROSS MONTHLY WAGE**

Full-time employees, 2024

[1]

\$910k**AVERAGE WEALTH PER ADULT**

World No. 1, 2025

[2]

\$19.5bn**GOODS ORDERED ONLINE**

By private consumers, 2025

[3]

\$3.46bn**SPENT WITH FOREIGN RETAILERS**

Direct online purchases, 2025

[3]

98%**HOUSEHOLDS WITH INTERNET**

Access at home, 2023

[4]

9.13m**PERMANENT RESIDENTS**

At year-end 2025

[5]

27% FOREIGN NATIONALS

[6]

4 NATIONAL LANGUAGES

[7]

2 IN 3 REGULARLY MULTILINGUAL

[7]

WHY THIS MATTERS FOR YOUR BRAND

- HIGH VALUE PER CUSTOMER** Income and wealth give the market weight far beyond its population size.
- DIGITAL BY DEFAULT** Nearly every household is connected and consumers already spend billions online.
- OPEN TO INTERNATIONAL OFFERS** Swiss buyers spent \$3.46bn directly with foreign online retailers.

BE SEEN IN A MARKET THAT MATTERS.

Bid for the top position in your category.

rankmaxxing.ch

SOURCES

[1] FSO: Earnings Structure 2024

[2] UBS: Global Wealth Report 2026

[3] HANDELSVERBAND.swiss: Online retail 2025

[4] FSO: Switzerland in infographics 2024

[5] FSO: Population 2025 final results

[6] FSO: Switzerland's population 2024

[7] FDFA: Language and multilingualism

THE ENGINE BEHIND THE NUMBERS.

Education, research and invention are not side stories. They are the Swiss business model.

KNOWLEDGE AT NATIONAL SCALE

#1

EDUCATION

IMD 2026 [3]

149'651

PEOPLE IN R&D

2023 [5]

#1

GLOBAL INNOVATION

15 consecutive years

[1]

#1

PATENTS PER CAPITA

1'096 applications per 1m

[2]

#1

EDUCATION

IMD World Competitiveness 2026

[3]

2

TOP-25 UNIVERSITIES

ETH #8 | EPFL #22

[4]

\$32bn

NATIONAL R&D SPEND

3.2% of GDP, 2023

[5]

149'651

PEOPLE IN R&D

56% are researchers

[5]

2 IN 3 YOUNG PEOPLE IN VET

[6]

#1 INFRASTRUCTURE

[3]

#1 NOBEL PRIZES PER CAPITA

[3]

THE SWISS FLYWHEEL

Apprenticeships build practical skill. Universities produce research. Companies fund R&D. Patents turn knowledge into assets.

SOURCES

[1] WIPO: Global Innovation Index 2025

[2] EPO: Patent applications per million, 2025

[3] IMD: World Competitiveness Ranking 2026

[4] QS: World University Rankings 2027

[5] FSO: Research and development 2023

[6] SERI: Vocational education and training

BUILT HERE. KNOWN EVERYWHERE.

Swiss business ranges from global category leaders to a dense base of ambitious SMEs and startups.

THE SCALE CONTRAST

9.1M PEOPLE

\$1.15tn

ECONOMY

IMF 2026 projection [1]

626'033

COMMERCIAL COMPANIES

99.7% are SMEs

[2]

46'931

NEW BUSINESSES

Created from scratch, 2023

[3]

\$3.64bn

STARTUP FUNDING

354 rounds in 2025

[4]

\$354bn

GOODS EXPORTS

New record in 2025

[5]

4

WORLD TOP-100 FIRMS

Roche / Novartis / Nestlé / ABB

[6]

\$11.5tn

SWISS BANK ASSETS

Global wealth hub

[7]

354 STARTUP ROUNDS

[4]

20 GLOBAL TOP-1000 FIRMS

[8]

#3 STOCK EXCHANGE IN EUROPE

[9]

\$67bn TRADE SURPLUS

[5]

\$2.96tn CROSS-BORDER PRIVATE ASSETS

[7]

\$2.22tn SIX FREE-FLOAT VALUE

[9]

GLOBAL COMPANIES, SWISS ROOTS

ROCHE / NOVARTIS / NESTLÉ / ABB / UBS / ZURICH / SWISS RE / ROLEX / LOGITECH / RICHEMONT / GLENCORE / ON

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SOURCES

[1] IMF: Switzerland profile / WEO Apr 2026

[2] SECO / FSO: Swiss companies and jobs, 2023

[3] FSO: Business Demography 2023

[4] Swiss Venture Capital Report 2026

[5] FOCBS: Swiss foreign trade 2025

[6] EY: Global Top 100 companies, July 2026

[7] Swiss Banking: Financial centre facts

[8] EY: Global Top 1000 companies, 2025

[9] SIX: Listing with the Swiss Stock Exchange