

Overview of Migros

Own-Brand Products & Labels

Migros stocks more than 220 own-brands in the food, near-food and non-food areas. As the core of the Migros range, these are actively promoted and refined. In 2018, Migros launched 750 new own-brand products on the market.

When it comes to own-brand products, Switzerland **leads the way in Europe**, with a proportion of more than 50%. More than 220 own-brands can be found on its shelves, making it globally unique.

Own-brand products have a long tradition at Migros, dating back to 1928, when founder Gottlieb Duttweiler acquired the company Alkoholfreie Weine AG, Meilen. Today, M-Industry (including Wholesaling) comprises 32 companies (23 in Switzerland and nine abroad).

As the core of Migros' product range, **own-brand products are actively promoted and refined**. In 2018, 750 food, near-food and non-food products were launched on the market. 14'070 employees in Migros' industrial companies play a part in creating these Swiss-quality products, from development through to production.

Labels

In 2018, Migros again made a commitment to promoting **sustainable consumption** and a healthy lifestyle by systematically enhancing its range of label products.



TerraSuisse

After TerraSuisse, Migros Bio is the second highest-selling sustainability label. In 2018, sales of TerraSuisse-certified products amounted to CHF 744 million (+4.2% in comparison to previous year).



Migros Bio

Migros offers more than 4'600 organic-quality food products (including Alnatura supermarkets). The Alnatura brand was again expanded further in 2018.



Aus der Region. Für die Region.

More than 10'000 products sold under the "Aus der Region. Für die Region." (From the region. For the region.) programme prove Migros' strong commitment to the regional economy.



aha!

In the health segment, 231 products with the aha! quality label could be found on Migros shelves at the end of 2018.