

## Overview of Migros

# Own-Brand Products & Labels

Migros stocks more than 222 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 2020, Migros launched 682 new own-brand products on the market.

In 2020, **own-brands made up more than 80%** of the Migros range<sup>1</sup>, with more than 222 products stocked. The latest addition is the plant-based brand Migros V-Love.

Migros has a long tradition of **producing its own products**, dating back to 1928, when founder Gottlieb Duttweiler acquired the company Alkoholfreie Weine AG, Meilen. Today, Migros-Industry 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 2020, 682 food, near-food and non-food products were launched on the market. 13'950 employees in Migros' industrial companies play a part in creating these Swiss-quality products, from development through to production.

## Labels

In 2020, Migros again made a commitment to promoting **sustainable consumption** and a healthy lifestyle. As part of its efforts, it systematically enhanced its range of label products.



## TerraSuisse

After TerraSuisse, Migros Bio is the second highest-selling sustainability label. In 2020, sales of TerraSuisse-certified products amounted to CHF 776 million (+6.4% in comparison to previous year). The brand will be transitioned to the brand IP-Suisse during the course of 2021.



## Migros Bio

Migros offers more than 7'400 organic-quality food products<sup>2</sup> (including Alnatura supermarkets). The Alnatura brand was again expanded further in 2020.



## 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, a total of 196 products with the aha! quality label for people with allergies and intolerances could be found on Migros shelves at the end of 2020.

1) The calculation basis has changed from the previous year. Own labels (particularly Migros Bio and "Aus der Region. Für die Region.") and products available only at Migros are now also included in the share of own-brand products.

2) The calculation basis has changed from the previous year: All organic products sold in the same year are now counted, with no sales threshold as in previous years.