

Zug: Consumer Goods Cluster

Numerous major global multinationals, alongside small to mid-sized companies, have set up international and regional headquarters here. They benefit from an outstanding business environment, a large pool of highly qualified talents, and a central location in the heart of Europe.



«Zug offers an ideal environment for our business, and we're proud to welcome our employees to a dynamic, safe, and well-connected city. With more than 130 employees representing over 30 nationalities, and supporting operations in more than 100 markets, creating the best possible workplace is a top priority for us. Zug delivers on everything we value in a great place to work and live. We're grateful for the strong partnership we've built with the Canton of Zug and appreciate their continued support as we grow.»

Thiago Santelmo,
President International,
Restaurant Brands International

Consumer Goods in Switzerland

With about 190,000 employees and 20,000 businesses – 3.4 % of all employees in Switzerland – the consumer goods sector is one of the pillars of the Swiss economy. Switzerland's consumer goods sector is characterized by globally recognized multinationals in food (e.g. Nestlé), luxury goods, and household products, driven by strong brand heritage, innovation, and high-quality manufacturing. The sector spans premium chocolate (e.g. Lindt&Sprüngli), world-leading watchmaking (e.g. Swatch Group), and iconic utility goods (e.g. Victorinox), contributing significantly to Swiss exports and reinforcing the country's reputation for craftsmanship, reliability, and design excellence.

Consumer Goods in the Greater Zurich Area (GZA)

In general, the GZA offers outstanding conditions including research and education institutions such as the University of Zurich or the ETH Zurich. These ensure the availability of highly qualified workers.

Consumer Goods in the Canton of Zug

The Canton of Zug is home to over 1,300 companies that employ 10,700 people. Numerous major global Multinationals, alongside small to mid-sized companies, have set up international and regional headquarters here. Of special importance are branded products in food & beverage (e.g. RBL/Burger King, Coca Cola HBC, Anheuser-Busch InBev), personal care and cosmetics (e.g. Galderma, Haleon and Kenvue), textiles and sporting goods (e.g. Canada Goose, Hugo Boss, Odlo, Specialized). Also, packaging focusing on sustainable solutions such as Crown



packaging, Huhtamaki and Vedreine Packaging. The Canton of Zug offers the best all-around package characterized by a unique mix of political and financial stability, a central location in the heart of Europe and Switzerland, high availability of skilled workers, first-class infrastructure, high standard of living, and business-friendly government.





«Kenvue is the world's largest pure-play consumer health company by revenue and maker of iconic brands such as Neutrogena®, Listerine®, Aveeno® and Nicorette®. We chose to have our regional headquarters based in the Canton of Zug for several reasons, including the supportive and business-friendly environment as well as access to top talent. We value the collaboration we share with the cantonal authorities and are confident we made the right choice to be based in Zug.»

Carlton Lawson,
Group President EMEA-LATAM,
Kenvue

Contacts & platforms

Swiss Marketing Association

The Swiss Marketing Association is a reference point and a platform for market-oriented business management. It creates a link between research and practice in which research and training, organization of events, networking and publishing takes place.

www.swissmarketing.ch/zug/

Promarca

The Swiss Federation of brand-name products lobbies for open competition, a fair market environment and the quality of their brands. It represents the interests of 100 brand-name product companies in the consumer goods sector within Switzerland. It is politically active and demands that cross-border trade restrictions be phased out and regulatory directives will be reduced.

www.promarca.ch

The Swiss Cosmetic and Detergent Association (SKW)

The Swiss Cosmetic and Detergent Association represents Switzerland's cosmetics, detergents and cleaning products industry and acts as its central competence hub.

SKW focuses on safe, innovative and increasingly sustainable products while supporting members in navigating regulatory frameworks in Switzerland and the EU. Members benefit from legal and regulatory information, export certificates, communications support and access to expert groups.

www.skw-cds.ch/en/



«We redomiciled and reincorporated our business in Zug in 2013. Our main objective was to locate our head office and holding company in a stable jurisdiction with a business-friendly environment. The Canton of Zug has been very supportive of Coca-Cola HBC and we are confident that we made the right choice in moving to Zug.»

Jan Gustavson,
General Counsel, Company Secretary
and Director of Strategic Development,
Coca-Cola HBC Schweiz AG

Our services address you directly as an entrepreneur. We are your partner, and we promote the Canton of Zug as a business location.

Department of Economic Affairs
Canton of Zug
Economic Promotion
Aabachstrasse 5,
6301 Zug, Switzerland
T +41 41 594 55 00
economy@zg.ch
www.zg.ch/economy



January 2026
Sources: STAT

Facts & Figures:

Consumer goods sector in the Canton of Zug

- About 1,300 companies
- Around 10,700 employees
i.e. 8.1 % of the total workforce