

Location	Commune Location	Cham (BFS: 1702) Cham (FPRE: CH-09-000010)
	Agglomeration BFS Commune type BFS Canton MS region FPRE region Spatial type FPRE Fusions:	Zug Urban workplace commune of a medium-sized agglomeration Zug Zug (BFS: 38) Zurich Other agglomerations -



Topics	<ul style="list-style-type: none"> 1 Macro location text commerce 2 Macro-location rating: Indicators 3 Macro-location rating logistics 4 Macro-location rating: Interpretation
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According to the FSO, Cham is an «urban workplace commune» and part of the small agglomeration of Zug with 143'981 inhabitants (2023) and 61'615 households (2023). The commune of Cham itself has 17'867 inhabitants (2023) living in 7'551 households (2023); the average number of persons per household is 2.4. The average migratory balance between 2018 and 2023 is 128 persons. According to Fahrländer Partner (FPRE) & sotomo, in 2022, 42.7% of the households belonged to the upper social classes (Switzerland: 36%), 31.2% of the households to the middle classes (Switzerland: 31%) and 26.1% of the households to the lower social classes (Switzerland: 33%). Between 2018 and 2023, the tax burden for families and single people decreased strongly. In 2022, the commune of Cham had 2'078 businesses employing 12'904 persons according to FSO business statistics (STATENT). This corresponds to an increase of 409 businesses and to an increase of 3'289 employees since 2012. Of the 10'369 full-time equivalent posts 129 (1%) were in the primary sector, 1'744 (17%) in the industrial sector and 8'495 (82%) in the services sector.

The most easily accessible centres from Cham by motorised individual transport are Zug (18 mins), Luzern (27 mins) and Schwyz (30 mins). By public transport the centres within easiest reach are Zug (16 mins), Luzern (30 mins) and Zürich (49 mins).

In terms of full-time equivalent posts (FTE), the most important sectors in Cham (according to the FSO business statistics) are «Wholesale trade, except of motor vehicles and motorcycles» (15% of the FTE), «Wholesale and retail trade and repair of motor vehicles and motorcycles» (9.6% of the FTE) and «Computer programming, consultancy and related activities» (7.2% of the FTE).

According to the Federal Office for Spatial Development, Cham has a total construction area of 277 hectares with around 22% of that earmarked for commercial use. In 2022 at least 19% (range: 19% - 25%) of this area was undeveloped, corresponding to an available commercial surface of at least 11.7 hectares (range: 11.7 - 15.6 hectares). Thus the proportion of construction zone surface area available for economic activity in Cham is below that of the MS region Zug (at least 23%) and above that of the FPRE region Zürich (at least 16%).

The market rental cost of a typical office space (new build) is 187 CHF/m²a, according to the FPRE hedonic calculation model (data as of 31 December 2024). The typical rental cost of a retail space is 261 CHF/m²a. The FPRE business prospective model calculates that, between 2022 and 2040, in the commune of Cham there will be additional demand for 138'937 m² (+14.7%, 7'719 m² per year) of total floor area in the commercial space sector, assuming the intermediate scenario. The inner value of building land (developed) is, depending on the micro-situation, for a typical office building between 275 - 1'215 CHF/m² and for a typical retail building between 790 - 1'945 CHF/m². For a typical commercial building on an average micro-situation, it is between 510 - 620 CHF/m². In the last 5 years, market rents for office surfaces increased by 56.5% in the MS region Zug.

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Indicators

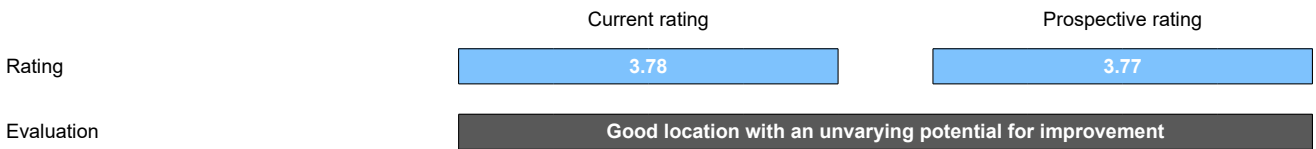
Indicators	Current situation										Perspectives				
	1	1.5	2	2.5	3	3.5	4	4.5	5	--	-	≈	+	++	
Market size															
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Retail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Edge industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Traditional industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Logistics	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Development															
Households	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees retail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees edge industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees traditional industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Population															
Social layers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Purchasing power	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tax burden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Economy															
High value-added sectors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tax burden of jur. persons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Accessibility / traffic access															
Accessibility population	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility universities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Traffic access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Risk parameter															
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Retail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Edge industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional industry	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Sources: BFS, RESC FPRE, IMBAS FPRE, Prospective model FPRE.

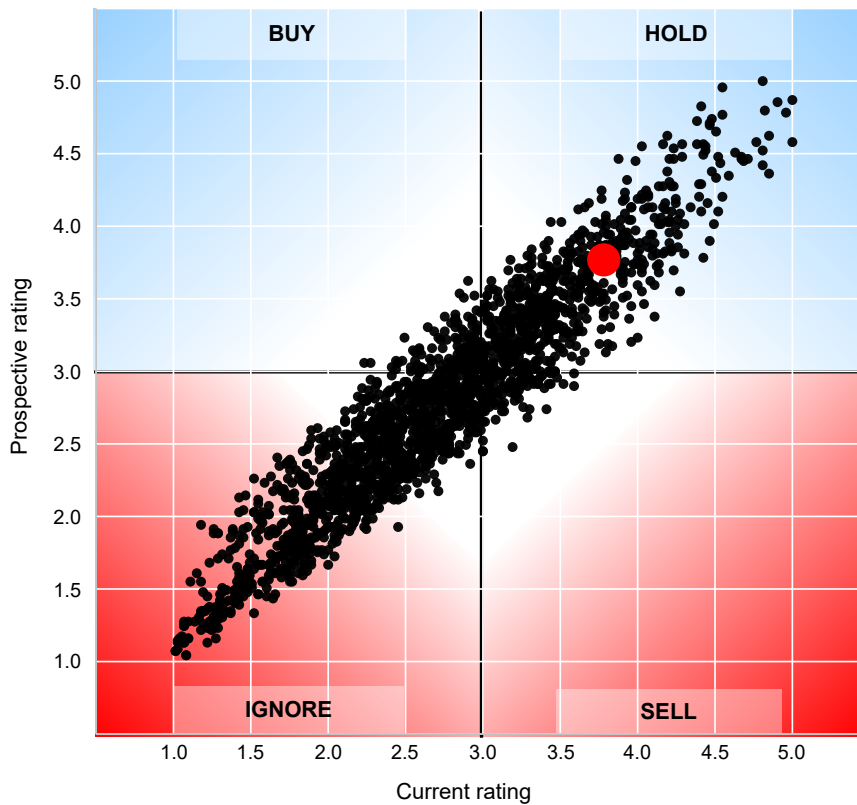
Rating details - logistics

	Current rating	Prospective rating
Market size	2.5	3.0
Traffic access	3.0	3.0
Accessibility population	4.0	4.0
Tax burden	5.0	5.0
Risk parameter		3.5
Development of supply	Development of supply ≈ development of demand	

Overall logistics rating



Site analysis



Sources: BFS, RESC FPPE, IMBAS FPPE, Prospective model FPPE.

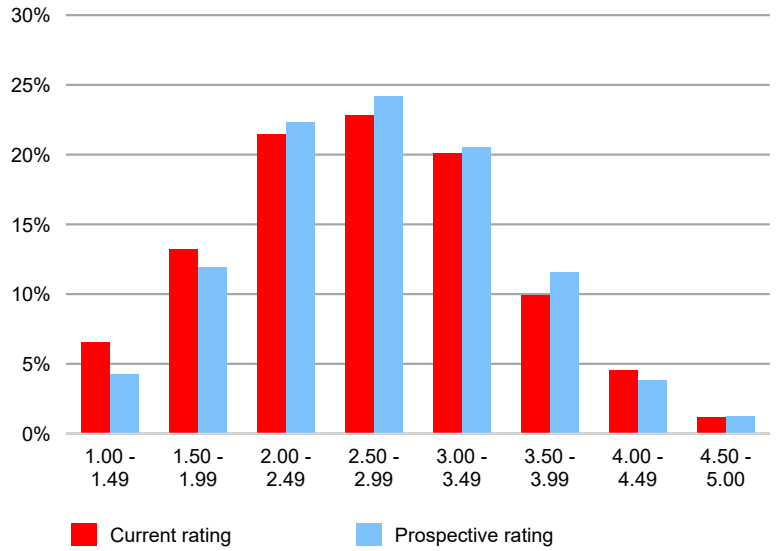
Interpretation of the rating

Fahrländer Partner's current and prospective macro-location rating assesses a location by comparing it with all other possible locations. The rating is relative. As a result an improvement in the prospective rating compared with the current rating may imply a negative development in a falling market, although this is less negative than the development of the market as a whole.

Macro-location rating logistics

Relative rating

- 4.50 - 5.00: Excellent
- 4.00 - 4.49: Very good
- 3.50 - 3.99: Good
- 3.00 - 3.49: Average
- 2.50 - 2.99: Unfavourable
- 2.00 - 2.49: Bad
- 1.50 - 1.99: Very bad
- 1.00 - 1.49: Extremely bad



Remark

Fahrländer Partner calculates the location and market rating extremely carefully on the basis of the most recent available data. The results are based on an assessment of the general locality from available data and do not take into account the particular features of the micro-location and building or the overall suitability.

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Macro-location ratings offer up-to-date and prospective assessments of investment viability. Ratings are available for four separate uses. Obtain macro-location ratings for any location in Switzerland with just one click in the IMBAS application. Or use our API to integrate the ratings into your ecosystem. The macro-location ratings can be ordered individually or licensed as a package.

Read more:

<https://en.fpre.ch/tools/imbasmakro-lageratings/>

Contact

Fahrländer Partner
Raumentwicklung
Seebahnstrasse 89
8003 Zurich

+41 44 466 70 00

info@fpre.ch

<https://en.fpre.ch/>

Locations

Zurich

Bern

Frankfurt