

Oral Care in Switzerland

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Table of Contents

Oral Care in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High awareness of the benefits of oral health stimulate retail volume and value growth Colgate benefits from innovation to cater to an increasingly demanding consumer base Wide choice and convenience support supermarkets and e-commerce

PROSPECTS AND OPPORTUNITIES

Convenience and efficacy to boost use of electric toothbrushes Key demographic trend to inform demand and positioning Sustainability to drive innovation

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2019-2024
Table 2 - Sales of Oral Care by Category: % Value Growth 2019-2024
Table 3 - Sales of Toothbrushes by Category: Value 2019-2024
Table 4 - Sales of Toothbrushes by Category: % Value Growth 2019-2024
Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024
Table 6 - NBO Company Shares of Oral Care: % Value 2020-2024
Table 7 - LBN Brand Shares of Oral Care: % Value 2021-2024
Table 8 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024
Table 9 - LBN Brand Shares of Toothpaste: % Value 2021-2024
Table 10 - Forecast Sales of Oral Care by Category: Value 2024-2029
Table 11 - Forecast Sales of Oral Care by Category: Walue Growth 2024-2029
Table 12 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029
Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Beauty and Personal Care in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for beauty and personal care ?

MARKET DATA

 Table 14 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

- Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 20 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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