



Euromonitor  
International

# Colour Cosmetics in Switzerland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Downturn in eye make-up slows overall retail value growth
- L'Oréal Suisse launches new options under Maybelline Super Stay
- Consumers prefer in-person shopping for colour cosmetics although retail e-commerce makes gains

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Beauty and Personal Care in Switzerland - Industry Overview

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DISCLAIMER

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