



Euromonitor  
International

# Premium Beauty and Personal Care in Switzerland

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Premiumisation trend sustains healthy retail value growth  
L'Oréal Suisse retains the leading position in a highly competitive landscape  
Luxury and exclusivity pique the interest of premium seeking consumers

### PROSPECTS AND OPPORTUNITIES

Positive retail value growth trajectory although consumers continue to look for price deals  
Health concerns to drive purchases of premium products  
Holistic beauty to inform innovation

### CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024  
Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024  
Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024  
Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024  
Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029  
Table 6 - Forecast Sales of Premium Beauty and Personal Care 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 7 - Sales of Beauty and Personal Care by Category: Value 2019-2024  
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024  
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024  
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024  
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024  
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024  
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024  
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024  
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029  
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

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