



**Euromonitor
International**

Personal Luxury in Switzerland

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear) benefits from premiumisation.
- Luxury eyewear sees moderate growth fuelled by innovative designs in sunglasses
- Luxury jewellery sales stall due to economic pressures
- Luxury leather goods benefits from tourism recovery
- Luxury wearables electronics sees slower growth due to a lack of significant new product launches in 2024
- Innovation keeps luxury timepieces ticking but volume growth slows
- Digitisation eats away at sales of luxury writing instruments and stationery
- Super premium beauty and personal care sees slower growth as the category faces increased competition from alternative products and services

PROSPECTS AND OPPORTUNITIES

- Growth of personal luxury to remain moderate over the forecast period
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- Growing sustainability trend to present challenges and opportunities

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Luxury Goods in Switzerland - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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