



Passport

Personal Luxury in Switzerland

Euromonitor International

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This sample report is for illustration
purposes only.

Some content and data have been
changed.

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PERSONAL LUXURY IN SWITZERLAND - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Growth in retail value sales of personal luxury in 2023 thanks to strong demand for luxury timepieces and designer apparel and footwear (ready to wear) as an alternative asset class

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Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear) and benefits from the resumption of society and ongoing momentum in retail e-commerce

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Luxury eyewear enjoys increase in value sales thanks to removal of covid-19 restrictions and increase in video conferencing

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Retail value sales of luxury jewellery on the up in 2023

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Value sales of writing instruments and stationery on the rise in 2023

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Value sales of super premium beauty and personal care on the rise

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Rolex sa leads personal luxurv in 2022

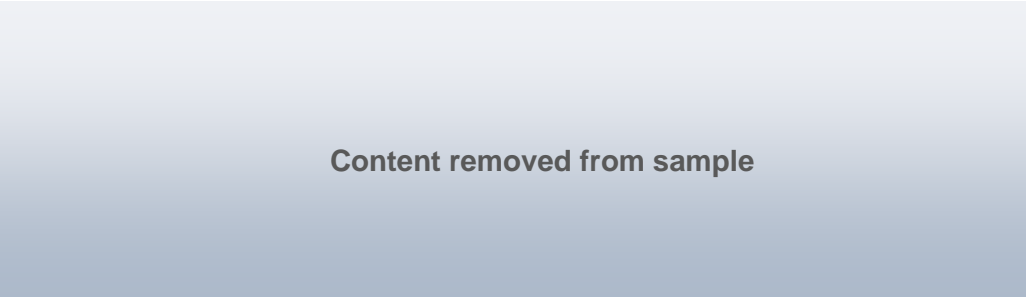
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PROSPECTS AND OPPORTUNITIES

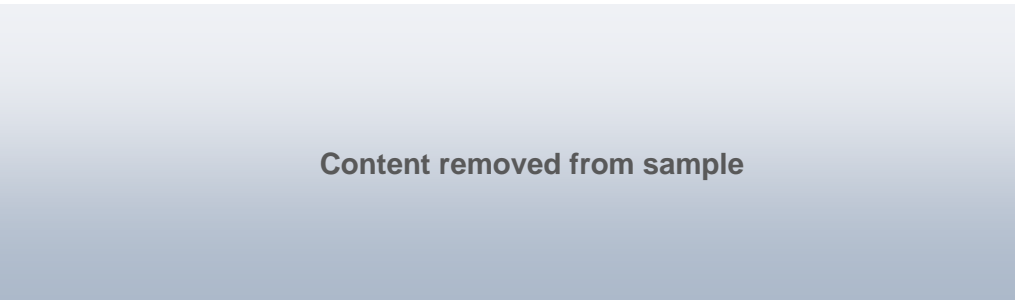
Value sales increase in 2023 in constant terms during the forecast period

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Luxury timepieces remains the largest category in personal luxury in 2028



Luxury jewellery records the most dynamic growth over the forecast period



CATEGORY DATA

Table 1 Sales of Personal Luxury by Category: Value 2018-2023

CHF million	2018	2019	2020	2021	2022	2023
Designer Apparel and Footwear (Ready-to-Wear)	Data removed from sample					
Luxury Eyewear						
Luxury Jewellery						
Luxury Leather Goods						
Luxury Wearables						
Electronics						
Luxury Timepieces						
Luxury Writing Instruments and Stationery						
Super Premium Beauty and Personal Care						
Personal Luxury						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Personal Luxury by Category: % Value Growth 2018-2023

% current value growth

2022/23

2018-23 CAGR

2018/23 Total

Designer Apparel and Footwear (Ready-to-Wear)

Luxury Eyewear

Luxury Jewellery

Luxury Leather Goods

Luxury Wearables Electronics

Luxury Timepieces

Luxury Writing Instruments and Stationery

Super Premium Beauty and Personal Care

Personal Luxury

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 NBO Company Shares of Personal Luxury: % Value 2018-2023

% retail value rsp

Company

2018

2019

2020

2021

2022

2023

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 LBN Brand Shares of Personal Luxury: % Value 2019-2023

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Distribution of Personal Luxury by Format: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
- Retail E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Forecast Sales of Personal Luxury by Category: Value 2023-2028

CHF million	2023	2024	2025	2026	2027	2028
Designer Apparel and Footwear (Ready-to-Wear)	Data removed from sample					
Luxury Eyewear						
Luxury Jewellery						
Luxury Leather Goods						
Luxury Wearables						
Electronics						
Luxury Timepieces						
Luxury Writing Instruments and Stationery						
Super Premium Beauty and Personal Care						
Personal Luxury						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

% constant value growth

	2023/2024	2023-28 CAGR	2023/28 Total
Designer Apparel and Footwear (Ready-to-Wear)	<div>Data removed from sample</div>		
Luxury Eyewear			
Luxury Jewellery			
Luxury Leather Goods			
Luxury Wearables Electronics			
Luxury Timepieces			
Luxury Writing Instruments and Stationery			
Super Premium Beauty and Personal Care			
Personal Luxury			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

LUXURY GOODS IN SWITZERLAND - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

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2023 key trends

In spite of headwinds arising from the cost-of-living crisis, inflation, the war in Ukraine

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Competitive landscape

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Retailing developments

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What next for luxury goods?

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MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2018-2023

CHF million	2018	2019	2020	2021	2022	2023
Luxury Foodservice	Data removed from sample					
Luxury Hotels						
Experiential Luxury						
Fine Wines						
Luxury Spirits						
Fine Wines/Champagne and Spirits						
Premium and Luxury Cars						
Designer Apparel and Footwear (Ready-to-Wear)						
Luxury Eyewear						
Luxury Jewellery						
Luxury Leather Goods						
Luxury Wearables						
Electronics						
Luxury Timepieces						
Luxury Writing Instruments and Stationery						
Super Premium Beauty and Personal Care						
Personal Luxury						
Luxury Goods						

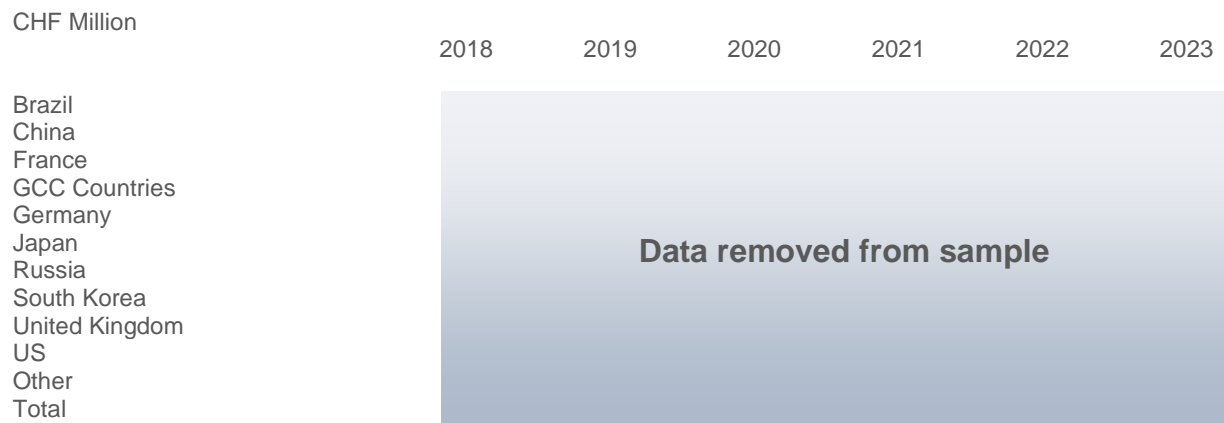
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Sales of Luxury Goods by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Luxury Foodservice	Data removed from sample		
Luxury Hotels			
Experiential Luxury			
Fine Wines			
Luxury Spirits			
Fine Wines/Champagne and Spirits			
Premium and Luxury Cars			
Designer Apparel and Footwear (Ready-to-Wear)			
Luxury Eyewear			
Luxury Jewellery			
Luxury Leather Goods			
Luxury Wearables			
Electronics			
Luxury Timepieces			
Luxury Writing Instruments and Stationery			
Super Premium Beauty and Personal Care			
Personal Luxury			
Luxury Goods			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 NBO Company Shares of Luxury Goods: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Company						

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 LBN Brand Shares of Luxury Goods: % Value 2019-2023

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2023

% retail value rsp

	Fine Wines/ Champagne and Spirits	Personal Luxury	Designer Apparel and Footwear (Ready-to- Wear)	Luxury Eyewear	Luxury Jewellery	Luxury Leather Goods
Retail Channels						
- Retail Offline						
-- Grocery Retailers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
- Retail E-Commerce						
Total						
	Luxury Wearables Electronics	Luxury Timepieces	Luxury Writing Instrument s and Stationery	Super Premium Beauty and Personal Care		

Retail Channels

- Retail Offline
- Grocery Retailers
- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Retail E-Commerce
- Total

Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Forecast Sales of Luxury Goods by Category: Value 2023-2028

CHF million	2023	2024	2025	2026	2027	2028
Luxury Foodservice	-	-	-	-	-	-
Luxury Hotels	917.3	1,007.6	1,071.8	1,104.2	1,111.8	1,119.5
Experiential Luxury	917.3	1,007.6	1,071.8	1,104.2	1,111.8	1,119.5
Fine Wines	744.1	800.9	852.9	909.6	964.4	1,030.5
Luxury Spirits	45.1	46.9	48.0	49.2	50.3	51.7
Fine Wines/Champagne and Spirits	789.2	847.8	900.9	958.8	1,014.7	1,082.3
Premium and Luxury Cars	5,767.2	6,900.5	7,662.2	8,429.8	8,598.2	8,741.6
Designer Apparel and Footwear (Ready-to-Wear)	1,674.1	1,708.5	1,718.1	1,734.9	1,743.4	1,750.7
Luxury Eyewear	219.7	222.1	223.0	224.5	225.5	226.7
Luxury Jewellery	853.6	881.4	890.6	905.1	914.6	923.8
Luxury Leather Goods	981.8	977.4	976.6	1,003.4	1,029.9	1,057.4
Luxury Wearables Electronics	13.8	14.0	13.6	13.3	12.8	13.1
Luxury Timepieces	3,127.6	3,218.5	3,251.6	3,294.8	3,325.0	3,354.9
Luxury Writing Instruments and Stationery	40.0	41.3	41.9	42.6	42.8	42.9
Super Premium Beauty and Personal Care	423.5	430.8	434.2	440.1	442.9	446.5
Personal Luxury	7,334.0	7,493.9	7,549.5	7,658.7	7,737.0	7,816.0
Luxury Goods	14,807.6	16,249.8	17,184.3	18,151.5	18,461.7	18,759.3

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Luxury Foodservice	-	-	-
Luxury Hotels	9.8	4.1	22.0
Experiential Luxury	9.8	4.1	22.0
Fine Wines	7.6	6.7	38.5
Luxury Spirits	4.0	2.8	14.6
Fine Wines/Champagne and Spirits	7.4	6.5	37.1
Premium and Luxury Cars	19.7	8.7	51.6
Designer Apparel and Footwear (Ready-to-Wear)	2.1	0.9	4.6
Luxury Eyewear	1.1	0.6	3.2
Luxury Jewellery	3.3	1.6	8.2
Luxury Leather Goods	-0.4	1.5	7.7
Luxury Wearables Electronics	1.5	-1.0	-4.7
Luxury Timepieces	2.9	1.4	7.3
Luxury Writing Instruments and Stationery	3.3	1.4	7.1
Super Premium Beauty and Personal Care	1.7	1.1	5.4
Personal Luxury	2.2	1.3	6.6
Luxury Goods	9.7	4.8	26.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

DISCLAIMER

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SOURCES

Sources used during the research included the following:

Summary 1 Research Sources

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Source: Euromonitor International