

# La Prairie Group AG in Luxury Goods (Switzerland)

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#### **Abstracts**

La Prairie Group AG established and maintained a solid presence in the Swiss super premium anti-ageing skin care category. The company's primary targets are people aged over 40 with a comfortable financial situation. The company is expected to continue to distribute its products through department stores in order to maintain their luxury image and limit the availability of its products through online shopping to preserve exclusivity.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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