

Personal Luxury in Switzerland

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Abstracts

Personal luxury retail value sales increased by 4% in 2023 to reach CHF7.3 billion, supporting growth recorded by leading brand providers, such as Rolex SA and Omega Ltd. The 2023 sales growth was fuelled by investment in luxury goods such as luxury timepieces and designer apparel and footwear (ready-to-wear) as an alternative asset class. Moreover, the idea that many items like these can be used to generate income via rental platforms means that they are more of an appeal. As a result, despite...

Euromonitor International's Personal Luxury in Switzerland report offers a comprehensive guide to the size and shape of the Personal Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Personal Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Timepieces, Luxury Wearables Electronics, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

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

Why buy this report?

Get a detailed picture of the Personal Luxury market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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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

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

Retail value sales of luxury jewellery on the up in 2023

Value sales of luxury leather goods increase in 2023

Luxury wearables electronics benefits from rapid innovation

Luxury timepieces achieves growth in value sales, especially locally produced brands and collaborations with other luxury sectors

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

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

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