

# Premium Beauty and Personal Care in Switzerland

<https://marketpublishers.com/r/P939015866EEN.html>

Date: May 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: P939015866EEN

## Abstracts

The premium beauty and personal care segment grew at a moderate pace in 2022 (slightly faster than mass beauty and personal care), mainly driven by the exceptional growth of colour cosmetics (lip products, especially) and strong growth of fragrances and deodorants. A strong contributing factor in this development was the post-COVID-19 increase in travel, as well as the revival of shopping “for fun” activities, which many consumers still refrained from during 2021. In addition, consumers spending...

Euromonitor International's Premium Beauty and Personal Care in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin 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 Premium Beauty and Personal Care 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.

## Contents

### BABY AND CHILD-SPECIFIC PRODUCTS IN SWITZERLAND

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Value growth driven by price increases

Many parents retain strong focus on quality

Retailer retains lead

#### PROSPECTS AND OPPORTUNITIES

Growth despite falling birth rates

Consumer loyalty to support established brands and products

Obstacles to development of e-commerce

#### CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 10 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 11 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

### BEAUTY AND PERSONAL CARE IN SWITZERLAND

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027
DISCLAIMER
SOURCES
Summary 1 Research Sources

## I would like to order

Product name: Premium Beauty and Personal Care in Switzerland

Product link: <https://marketpublishers.com/r/P939015866EEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P939015866EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970