

# Super Premium Beauty and Personal Care in Switzerland

<https://marketpublishers.com/r/SD06FCCBB9BEN.html>

Date: January 2022

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: SD06FCCBB9BEN

## Abstracts

Sales of super premium beauty and personal care products fell in 2020 as a result of the pandemic, although the retail current value decline was far less acute than most other personal luxury categories, except luxury eyewear. The fall in sales was mainly caused by the closure of non-essential retail outlets and consumers' slow return for fear of contracting the virus, as well as the inconvenience of mandatory mask-wearing and social distancing. In addition, the lack of work and social occasions...

Euromonitor International's Super Premium Beauty and Personal Care in Switzerland report offers a comprehensive guide to the size and shape of the Super Premium Beauty and Personal Care 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 Super Premium Beauty and Personal Care retailing along with the development of consumers' shopping patterns. Forecasts to 2026 illustrate how the market is set to change

**Product coverage:** Other Super Premium Beauty and Personal Care, Super Premium Colour Cosmetics, Super Premium Fragrances, Super 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 Super 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.

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