

Haircare in Switzerland

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Abstracts

Haircare in Switzerland

Summary

Haircare in Switzerland industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms & relaxers, salon hair care, shampoo and styling agents. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates

The Swiss Haircare market had total revenues of \$346.8 million in 2023, representing a compound annual growth rate (CAGR) of 2.1% between 2018 and 2023.

Market consumption volumes declined with a negative CAGR of 2.4% between 2018 and 2023, to reach a total of 49.7 million units in 2023.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 5.6% for the five-year period 2023-28, which is expected to drive the market to a value of \$456.3 million by the end of 2028.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the haircare market in Switzerland

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in Switzerland

Leading company profiles reveal details of key haircare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Switzerland haircare market with five year forecasts

Reasons to Buy

What was the size of the Switzerland haircare market by value in 2023?

What will be the size of the Switzerland haircare market in 2028?

What factors are affecting the strength of competition in the Switzerland haircare market?

How has the market performed over the last five years?

What are the main segments that make up Switzerland's haircare market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Swiss haircare market?
- 7.3. Which companies have been most successful in increasing their market shares between 2018-23?
- 7.4. Which companies market shares have suffered between 2018-23?
- 7.5. What are the most popular brands in the Swiss haircare market?

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. Henkel AG & Co. KGaA
- 8.3. The Procter & Gamble Co
- 8.4. Beiersdorf AG

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Switzerland haircare market value: \$ million, 2018-23
Table 2: Switzerland haircare market volume: million units, 2018-23
Table 3: Switzerland haircare market category segmentation: % share, by value, 2018-23
Table 4: Switzerland haircare market category segmentation: \$ million, 2018-23
Table 5: Switzerland haircare market geography segmentation: \$ million, 2023
Table 6: Switzerland haircare market distribution: % share, by value, 2023
Table 7: Switzerland haircare market value forecast: \$ million, 2023-28
Table 8: Switzerland haircare market volume forecast: million units, 2023-28
Table 9: Switzerland haircare market share: % share, by value, 2023
Table 10: L'Oreal SA: Key Facts
Table 11: L'Oreal SA: Annual Financial Ratios
Table 12: L'Oreal SA: Key Employees
Table 13: L'Oreal SA: Key Employees Continued
Table 14: Henkel AG & Co. KGaA: Key Facts
Table 15: Henkel AG & Co. KGaA: Annual Financial Ratios
Table 16: Henkel AG & Co. KGaA: Key Employees
Table 17: The Procter & Gamble Co: Key Facts
Table 18: The Procter & Gamble Co: Annual Financial Ratios
Table 19: The Procter & Gamble Co: Key Employees
Table 20: The Procter & Gamble Co: Key Employees Continued
Table 21: Beiersdorf AG: Key Facts
Table 22: Beiersdorf AG: Annual Financial Ratios
Table 23: Beiersdorf AG: Key Employees
Table 24: Switzerland Size of Population (million), 2019-23
Table 25: Switzerland Real GDP (constant 2010 prices, \$ billion), 2019-23
Table 26: Switzerland GDP (current prices, \$ billion), 2019-23
Table 27: Switzerland Inflation, 2019-23
Table 28: Switzerland Consumer Price Index (absolute), 2019-23
Table 29: Switzerland Exchange Rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: Switzerland haircare market value: \$ million, 2018-23

Figure 2: Switzerland haircare market volume: million units, 2018-23

Figure 3: Switzerland haircare market category segmentation: \$ million, 2018-23

Figure 4: Switzerland haircare market geography segmentation: % share, by value, 2023

Figure 5: Switzerland haircare market distribution: % share, by value, 2023

Figure 6: Switzerland haircare market value forecast: \$ million, 2023-28

Figure 7: Switzerland haircare market volume forecast: million units, 2023-28

Figure 8: Forces driving competition in the haircare market in Switzerland, 2023

Figure 9: Drivers of buyer power in the haircare market in Switzerland, 2023

Figure 10: Drivers of supplier power in the haircare market in Switzerland, 2023

Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Switzerland, 2023

Figure 12: Factors influencing the threat of substitutes in the haircare market in Switzerland, 2023

Figure 13: Drivers of degree of rivalry in the haircare market in Switzerland, 2023

Figure 14: Switzerland haircare market share: % share, by value, 2023

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