

# Make-Up in Switzerland

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## Abstracts

### Make-Up in Switzerland

#### Summary

Make-Up 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 make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2023 exchange rates.

The Swiss Make-Up market had total revenues of \$372.1 million in 2023, representing a negative compound annual growth rate (CAGR) of 2.5% between 2018 and 2023.

Market consumption volumes declined with a negative CAGR of 4.1% between 2018 and 2023, to reach a total of 25.8 million units in 2023.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.8% for the five-year period 2023-28, which is expected to drive the market to a value of \$448.3 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 make-up market in Switzerland

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

Leading company profiles reveal details of key make-up market players' global operations and financial performance

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

## Reasons to Buy

What was the size of the Switzerland make-up market by value in 2023?

What will be the size of the Switzerland make-up market in 2028?

What factors are affecting the strength of competition in the Switzerland make-up market?

How has the market performed over the last five years?

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

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