

Colour Cosmetics in Switzerland

Market Direction | 2022-08-19 | 32 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Non-essential store closures (beauty specialists, department stores) and home seclusion in 2020 as a result of the pandemic and subsequent restrictions in Switzerland to control the spread of the virus had a drastic effect on sales of colour cosmetics, resulting in double-digit declines. These factors continued to impact demand heading into 2021, with the category only experiencing a minimal rebound despite a gradual easing of restrictions over the year, resulting in increasing mobility. Retail...

Euromonitor International's Colour Cosmetics 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 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

COLOUR COSMETICS IN SWITZERLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand for colour cosmetics remains lower than pre-pandemic levels, although several positive performers emerge in 2021

Facial make-up and lip products continue to suffer due to mask wearing

L'Oreal strengthens leadership of consolidated competitive landscape

PROSPECTS AND OPPORTUNITIES

Full recovery predicted for colour cosmetics in line with greater mobility outside of the home and return of in-store trials and events

Multifunctionality will be key for convenience

Natural and vegan claims to gain further momentum

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2016-2021

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Colour Cosmetics: % Value 2017-2021

Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2018-2021

Table 5 LBN Brand Shares of Eye Make-up: % Value 2018-2021

Table 6 LBN Brand Shares of Facial Make-up: % Value 2018-2021

Table 7 LBN Brand Shares of Lip Products: % Value 2018-2021

Table 8 LBN Brand Shares of Nail Products: % Value 2018-2021

Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2018-2021

Table 10 □Forecast Sales of Colour Cosmetics by Category: Value 2021-2026

Table 11 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2021-2026

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

BEAUTY AND PERSONAL CARE IN SWITZERLAND

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 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 2016-2021

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

Colour Cosmetics in Switzerland

Market Direction | 2022-08-19 | 32 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com