

Colour Cosmetics in Switzerland

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

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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.

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COLOUR COSMETICS IN SWITZERLAND

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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

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