

Premium Beauty and Personal Care in Switzerland

Market Direction | 2022-08-19 | 26 pages | Euromonitor

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Report description:

Following a notable decline in value sales terms in 2020, particularly in comparison to the mass segment, due to the closure of beauty specialists, the easing of restrictions and growing confidence in the local economy and financial security of Swiss consumers, resulted in a more positive performance for premium beauty and personal care in 2021, as they started to increase their spending on non-essentials and premium products again.

Euromonitor International's Premium Beauty and Personal Care 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, 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 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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Premium beauty and personal care struggles to fully recover in 2021 due to significant declines the previous year

Pent-up demand and surplus disposable incomes support improving sales

L'Oreal retains leadership, while Chanel regains lost ground in 2021

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