

Switzerland Hair Care Market Report and Forecast 2025-2034

Market Report | 2025-06-06 | 130 pages | EMR Inc.

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Report description:

The Switzerland hair care market size reached approximately USD 407.00 Million in 2024. The market is projected to grow at a CAGR of 5.10 % between 2025 and 2034, reaching a value of around USD 669.30 Million by 2034.

As per Switzerland hair care market analysis, consumers are progressively recognising the importance of their hair care routine, seeking guidance from medical professionals and trusted hairdressers. As a result, they are transitioning towards alternative methods of hair maintenance, moving away from the traditional practice of solely relying on shampooing and conditioning. This shift in mindset is anticipated to drive the demand for hair masks and scalp treatment products in the market, aiming to prevent issues such as split ends, dry hair, and promote healthy hair growth.

Moreover, increasing innovations in the ingredients of shampoos and conditioners are expected to enhance the market demand. For example, argon oil and baobab oil are being incorporated into many hair conditioners because they are known to enhance the softness and silkiness of hair. Similarly, shampoos that enhance the pH balance of hair and relieve it from itchy and dryness are expected to stimulate the Switzerland hair care market development.

Based on distribution channel, the e-commerce segment is expected to account for a significant market share due to changing consumer preferences and the convenience associated with online shopping. Online channels enable people to get access to international brands that can be shipped easily within a short time. Flexibility of payment options, including credit cards (the most popular payment method) and debit cards, facilitate order placement and receipt. The high number of smartphone users and the rising internet penetration are also expected to influence the growth of the e-commerce sector in the country and contribute to the expansion of digital channels, facilitating improved distribution of consumer goods.

Market Segmentation

Switzerland Hair Care Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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Market Breakup by Product

- Hair Oil
- Hair Spray
- Hair Colour
- Shampoos and Conditioners
- Styling Gel
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Speciality Stores
- E-Commerce
- Others

Competitive Landscape

The market participants are prioritising the manufacturing of plant-based and organic hair care products to attract potential customers.

- _x000D_ Oriflame Holding AG _x000D_

Oriflame Holding AG

- L'Oreal S.A.
- Procter & Gamble Co.
- Kao Corp.
- Unilever Plc
- Goloy GmbH
- Alf Heller Cosmetics GmbH
- Rausch AG Kreuzlingen
- Ewopharma AG
- TRINITY haircare AG
- Others

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Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Europe Hair Care Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Europe Hair Care Historical Market (2018-2024)
 - 5.3 Europe Hair Care Market Forecast (2025-2034)
 - 5.4 Europe Hair Care Market Breakup by Country
 - 5.4.1 Germany
 - 5.4.2 United Kingdom
 - 5.4.3 France
 - 5.4.4 Italy
 - 5.4.5 Switzerland
 - 5.4.6 Others
- 6 Switzerland Hair Care Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 Switzerland Hair Care Historical Market (2018-2024)
 - 6.3 Switzerland Hair Care Market Forecast (2025-2034)
- 7 Switzerland Hair Care Market by Product
 - 7.1 Hair Oil
 - 7.1.1 Historical Trend (2018-2024)

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- 7.1.2 Forecast Trend (2025-2034)
- 7.2 Hair Spray
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
- 7.3 Hair Colour
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
- 7.4 Shampoos and Conditioners
 - 7.4.1 Historical Trend (2018-2024)
 - 7.4.2 Forecast Trend (2025-2034)
- 7.5 Styling Gel
 - 7.5.1 Historical Trend (2018-2024)
 - 7.5.2 Forecast Trend (2025-2034)
- 7.6 Others
- 8 Switzerland Hair Care Market by Distribution Channel
 - 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Speciality Stores
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 E-Commerce
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 Others
- 9 Market Dynamics
 - 9.1 SWOT Analysis
 - 9.1.1 Strengths
 - 9.1.2 Weaknesses
 - 9.1.3 Opportunities
 - 9.1.4 Threats
 - 9.2 Porter's Five Forces Analysis
 - 9.2.1 Supplier's Power
 - 9.2.2 Buyer's Power
 - 9.2.3 Threat of New Entrants
 - 9.2.4 Degree of Rivalry
 - 9.2.5 Threat of Substitutes
 - 9.3 Key Indicators of Demand
 - 9.4 Key Indicators of Price
- 10 Trade Data Analysis (HS Code - 335)
 - 10.1 Major Exporting Countries
 - 10.1.1 By Value
 - 10.1.2 By Volume
 - 10.2 Major Importing Countries
 - 10.2.1 By Value
 - 10.2.2 By Volume
- 11 Competitive Landscape

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- 11.1 Supplier Selection
- 11.2 Key Global Players
- 11.3 Key Regional Players
- 11.4 Key Player Strategies
- 11.5 Company Profiles
 - 11.5.1 Oriflame Holding AG
 - 11.5.1.1 Company Overview
 - 11.5.1.2 Product Portfolio
 - 11.5.1.3 Demographic Reach and Achievements
 - 11.5.1.4 Certifications
 - 11.5.2 L'Oreal S.A.
 - 11.5.2.1 Company Overview
 - 11.5.2.2 Product Portfolio
 - 11.5.2.3 Demographic Reach and Achievements
 - 11.5.2.4 Certifications
 - 11.5.3 Procter & Gamble Co.
 - 11.5.3.1 Company Overview
 - 11.5.3.2 Product Portfolio
 - 11.5.3.3 Demographic Reach and Achievements
 - 11.5.3.4 Certifications
 - 11.5.4 Kao Corp.
 - 11.5.4.1 Company Overview
 - 11.5.4.2 Product Portfolio
 - 11.5.4.3 Demographic Reach and Achievements
 - 11.5.4.4 Certifications
 - 11.5.5 Unilever Plc
 - 11.5.5.1 Company Overview
 - 11.5.5.2 Product Portfolio
 - 11.5.5.3 Demographic Reach and Achievements
 - 11.5.5.4 Certifications
 - 11.5.6 Goloy GmbH
 - 11.5.6.1 Company Overview
 - 11.5.6.2 Product Portfolio
 - 11.5.6.3 Demographic Reach and Achievements
 - 11.5.6.4 Certifications
 - 11.5.7 Alf Heller Cosmetics GmbH
 - 11.5.7.1 Company Overview
 - 11.5.7.2 Product Portfolio
 - 11.5.7.3 Demographic Reach and Achievements
 - 11.5.7.4 Certifications
 - 11.5.8 Rausch AG Kreuzlingen
 - 11.5.8.1 Company Overview
 - 11.5.8.2 Product Portfolio
 - 11.5.8.3 Demographic Reach and Achievements
 - 11.5.8.4 Certifications
 - 11.5.9 Ewopharma AG
 - 11.5.9.1 Company Overview

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- 11.5.9.2 Product Portfolio
- 11.5.9.3 Demographic Reach and Achievements
- 11.5.9.4 Certifications
- 11.5.10 TRINITY haircare AG
- 11.5.10.1 Company Overview
- 11.5.10.2 Product Portfolio
- 11.5.10.3 Demographic Reach and Achievements
- 11.5.10.4 Certifications
- 11.5.11 Others

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