

**Fragrances in Switzerland**

Industry Report | 2025-08-07 | 44 pages | MarketLine

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**Report description:**

Fragrances in Switzerland

Summary

Fragrances in Switzerland industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

## Key Highlights

- Fragrances market includes the retail sales of female fragrances, male fragrances, fragrances set, and unisex fragrances. Market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Swiss fragrances market recorded revenues of \$369.7 million in 2024, representing a compound annual growth rate (CAGR) of 1.7% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 2.5% between 2019-24, reaching a total of 6.0 million units in 2024.
- The sluggish growth of the Swiss fragrances market during 2019-24 can be attributed to the subdued domestic demand during the pandemic years, which led to reduced retail activity in luxury segments, coupled with a slower recovery compared to other European luxury hubs.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the fragrances market in Switzerland
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in

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## Switzerland

- Leading company profiles reveal details of key fragrances market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Switzerland fragrances market with five year forecasts

## Reasons to Buy

- What was the size of the Switzerland fragrances market by value in 2024?
- What will be the size of the Switzerland fragrances market in 2029?
- What factors are affecting the strength of competition in the Switzerland fragrances market?
- How has the market performed over the last five years?
- How large is Switzerland's fragrances market in relation to its regional counterparts?

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