

## **Make-Up in Switzerland**

Industry Report | 2025-11-13 | 43 pages | MarketLine

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### **Report description:**

Make-Up in Switzerland

#### Summary

Make-Up in Switzerland industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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

- Makeup market includes cosmetic products applied to the face, body, or nails to enhance or improve one's appearance, color, or texture.
- The Swiss makeup market recorded revenues of \$384.3 million in 2024, representing a compound annual growth rate (CAGR) of 0.1% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 4.1% between 2019-24, reaching a total of 25.6 million units in 2024.
- The Swiss makeup market registered sluggish growth during 2019-24, primarily driven by the rising trend of socializing and the desire to look good. Rising disposable income has also enabled increased expenditure on premium and specialized makeup products.

#### Scope

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

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## Switzerland

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

## Reasons to Buy

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

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- 7.2. Who are the leading players in the Swiss make-up market?
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