

Hair Care in Switzerland

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of out-of-home lifestyles piques the use of hair care products and treatments

More natural look trend hits styling agents and perms and relaxants

Salon professional hair care sees positive growth but issues surface

PROSPECTS AND OPPORTUNITIES

Hair care is set to continue to develop and grow

International players and supermarkets to lead the competitive and distribution landscapes

Natural and clean products to gain momentum

CATEGORY DATA

Table 1 - Sales of Hair Care by Category: Value 2018-2023

Table 2 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 7 - LBN Brand Shares of Colourants: % Value 2020-2023

Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 9 - LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 11 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 12 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 13 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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