

Luxury Goods in Switzerland

October 2023

Table of Contents

Luxury Goods in Switzerland

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

- Table 1 Sales of Luxury Goods by Category: Value 2018-2023
- Table 2 Sales of Luxury Goods by Category: % Value Growth 2018-2023
- Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023
- Table 4 NBO Company Shares of Luxury Goods: % Value 2018-2023
- Table 5 LBN Brand Shares of Luxury Goods: % Value 2019-2023
- Table 6 Distribution of Luxury Goods by Format and Category: % Value 2023
- Table 7 Forecast Sales of Luxury Goods by Category: Value 2023-2028
- Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales of experiential luxury on the rise in 2023

Luxury hotels records the highest value increase within the category in 2023

Societe Montreux Palace AG leads experiential luxury in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales increase over the forecast period

Luxury hotels records the most dynamic performance over the forecast period

Competition from short-term rentals is less intense for luxury hotels

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2018-2023

Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

Fine Wines/Champagne and Spirits in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Fine wines remains the largest category in fine wines/champagne and spirits in terms of value sales in 2023

Moët Hennessy (Suisse) SA is the leading player in fine wines/champagne and spirits in 2022, with the category benefiting from retail e-commerce growth

PROSPECTS AND OPPORTUNITIES

Value sales of fine wines/champagne and spirits increase in constant 2023 terms over the forecast period

Fine wines registers the fastest percentage CAGR increase during the forecast period

Craft varieties drive retail sales of smaller luxury spirits

CATEGORY DATA

- Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023
- Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023
- Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022
- Table 18 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023
- Table 19 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028
- Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

Premium and Luxury Cars in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales fall in 2023 within premium and luxury cars

Leading players lack credibility in terms of sustainability, despite progress by Tesla and Lucid Motors

Premium and luxury cars is led by Daimler AG and its Audi brand

PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars rises over the forecast period

Internet sales become increasingly significant thanks to changing consumer lifestyles and technological advances

Further growth in electric cars over the forecast period as environmental issues become more concerning

CATEGORY DATA

- Table 21 Sales of Premium and Luxury Cars: Value 2018-2023
- Table 22 Sales of Premium and Luxury Cars: % Value Growth 2018-2023
- Table 23 NBO Company Shares of Premium and Luxury Cars: % Value 2018-2022
- Table 24 LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2022
- Table 25 Forecast Sales of Premium and Luxury Cars: Value 2023-2028
- Table 26 Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

Personal Luxury in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in retail value sales of personal luxury in 2023 thanks to strong demand for luxury timepieces and designer apparel and footwear (ready to wear) as an alternative asset class

Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear) and benefits from the resumption of society and ongoing momentum in retail e-commerce

Luxury eyewear enjoys increase in value sales thanks to removal of COVID-19 restrictions and increase in video conferencing

Retail value sales of luxury jewellery on the up in 2023

Value sales of luxury leather goods increase in 2023

Luxury wearables electronics benefits from rapid innovation

Luxury timepieces achieves growth in value sales, especially locally produced brands and collaborations with other luxury sectors

Value sales of writing instruments and stationery on the rise in 2023

Value sales of super premium beauty and personal care on the rise

Rolex SA leads personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales increase in 2023 in constant terms during the forecast period Luxury timepieces remains the largest category in personal luxury in 2028 Luxury jewellery records the most dynamic growth over the forecast period

CATEGORY DATA

- Table 27 Sales of Personal Luxury by Category: Value 2018-2023
- Table 28 Sales of Personal Luxury by Category: % Value Growth 2018-2023
- Table 29 NBO Company Shares of Personal Luxury: % Value 2018-2023
- Table 30 LBN Brand Shares of Personal Luxury: % Value 2019-2023
- Table 31 Distribution of Personal Luxury by Format: % Value 2018-2023
- Table 32 Forecast Sales of Personal Luxury by Category: Value 2023-2028
- Table 33 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

About Furomonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/luxury-goods-in-switzerland/report.