Beauty and Personal Care in Switzerland

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
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Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Switzerland

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L’Oréal takes top spot

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Premium Beauty and Personal Care in Switzerland

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2022 DEVELOPMENTS

Revival of travel and shopping for entertainment boost demand
Limited funds for innovation
Consumer conservatism supports strength of leading brands

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Growth expected, but challenging economic conditions to present an obstacle
Revival of innovation to provide a boost
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**Mass Beauty and Personal Care in Switzerland**

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**2022 DEVELOPMENTS**

Moderate value growth
Leaders reinforce positions, but generally innovation remains limited
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Persistent consumer conservatism
Leading players to remain strong
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