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?

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DISCLAIMER

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Baby and Child-Specific Products in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher prices bolster retail current value growth
Good quality, safe and gentle products attract parents
Parents are loyal to brands they know and trust

PROSPECTS AND OPPORTUNITIES

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The leading players L’Oréal Suisse continues to invest in the category

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New product launches continue in 2023

PROSPECTS AND OPPORTUNITIES
Skin care to remain a priority across consumer groups
Sustainable and natural trends to gain momentum
Development of online sales and marketing
KEY DATA FINDINGS

2023 DEVELOPMENTS

Hot summer and travel to sunny climes sustain demand growth
Higher SPF's drive sun protection while an unhealthy image undermines self-tanning
Strong and trusted portfolios keep L'Oréal and Beiersdorf ahead of the field

PROSPECTS AND OPPORTUNITIES

High awareness of risks of sun exposure to push purchases
Natural and sustainable trends to shape new product developments
Skin ageing concerns could loosen sun protection's seasonality but external threats remain

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Sun Care in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to normality increases consumption occasions
Price increases push retail value growth amid low new product development
L'Oréal Suisse pursues premiumisation and sustainability

PROSPECTS AND OPPORTUNITIES

Economic concerns and foreign competition to exert strong pressure on local retailers
Sustainability trend to determine packaging developments
Renewed new product development and a shift to more upmarket retailers

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Premium Beauty and Personal Care in Switzerland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to normality increases consumption occasions
Price increases push retail value growth amid low new product development
L'Oréal Suisse pursues premiumisation and sustainability

PROSPECTS AND OPPORTUNITIES

Economic concerns and foreign competition to exert strong pressure on local retailers
Sustainability trend to determine packaging developments
Renewed new product development and a shift to more upmarket retailers

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Return to store-based retailing

PROSPECTS AND OPPORTUNITIES
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