Euromonitor International

Luxury Goods in Switzerland

October 2025

Table of Contents

Luxury Goods in Switzerland

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture
2025 key trends
Competitive landscape
Retail developments
What next for luxury goods?

MARKET DATA

Table 1 - Sales of Luxury Goods by Category: Value 2020-2025
Table 2 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
Table 4 - NBO Company Shares of Luxury Goods: % Value 2020-2024
Table 5 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2025
Table 7 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Domestic tourism and affluent inbound arrivals drive growth in experiential luxury
Luxury hotels and restaurants drive experiential luxury growth through personalisation
Leading players continue to invest in local market with sustainable upgrades

PROSPECTS AND OPPORTUNITIES

Sustained inbound tourism to drive future growth through bespoke experiences
Luxury hotels set to drive experiential luxury through tailored stays
Greater focus on adopting eco-conscious practices to appeal to affluent travellers

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2020-2025
Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Experiential Luxury: % Value 2020-2024
Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024
Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030
Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fine Wines/Champagne and Spirits in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation and artisanal trends drive category growth
Competitive landscape characterised by mix of major global brands and local producers

Increasing digitalisation supported by local entities and producers

PROSPECTS AND OPPORTUNITIES

Positive outlook to be driven by premiumisation and health trends
Luxury brands to adopt sustainable practices and experiential marketing
Growing demand for premium at-home luxury drinks experiences

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025
Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024
Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024
Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025
Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030
Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Premium and Luxury Cars in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for sustainable luxury vehicles drives growth
Car sharing of premium and luxury cars increasingly popular in Switzerland
Consolidated landscape led by luxury car brands with sustainable innovations

PROSPECTS AND OPPORTUNITIES

Evolving trends to influence future performance of premium and luxury cars
Luxury car brands to focus on sustainable electric and hybrid models
Autonomous driving could struggle to gain greater traction in Switzerland

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2020-2025
Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2020-2025
Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024
Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024
Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2025-2030
Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Personal Luxury in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)
Luxury eyewear
Luxury jewellery
Luxury leather goods
Luxury wearables electronics
Luxury timepieces
Luxury writing instruments and stationery
Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Rising interest in ethical practices and eco-friendly processes to drive preferences within personal luxury
Luxury brands to prioritise exclusivity, sustainability, and diverse representation
Retailers must adapt to evolving consumer preferences and technology

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2020-2025
Table 29 - Sales of Personal Luxury by Category: % Value Growth 2020-2025
Table 30 - NBO Company Shares of Personal Luxury: % Value 2020-2024
Table 31 - LBN Brand Shares of Personal Luxury: % Value 2021-2024
Table 32 - Distribution of Personal Luxury by Format: % Value 2020-2025
Table 33 - Forecast Sales of Personal Luxury by Category: Value 2025-2030
Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor 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.