

# Premium Beauty and Personal Care in Switzerland

April 2024

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### Premium Beauty and Personal Care in Switzerland - Category analysis

# **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

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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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