

Personal Luxury in Switzerland

October 2023

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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

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