



# Fragrances in Switzerland

April 2024

Table of Contents

## Fragrances in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Premium fragrances drive retail volume and value growth in 2023

“Flankers” characterise the “novelty” in the category

Threat to fragrances from “perfume dupes”

#### PROSPECTS AND OPPORTUNITIES

New product development is back

Refillable packs to pick up but remain problematic

Personal shopping to hold sway but e-commerce penetration is set to increase

#### CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2018-2023

Table 2 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 4 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 7 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Switzerland - Industry Overview

### 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?

### MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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