

# Baby and Child-Specific Products in Switzerland

April 2024

Table of Contents

## Baby and Child-Specific Products in Switzerland - Category analysis

### 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

Travel and out-of-home lifestyles to boost baby and child-specific sun care  
Growing call for natural and organic skin care offerings  
Preference for in-store shopping to remain strong for baby and child-specific products

#### CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2018-2023  
Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023  
Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023  
Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023  
Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023  
Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023  
Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023  
Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023  
Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028  
Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028  
Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 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 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 21 - 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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