



Euromonitor
International

Men's Grooming in Switzerland

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Steady Growth Amid Mature Consumer Demand Signals Market Stability

Men's Fragrances Lead Growth as Toiletries Face Declining Sales

Brands Embrace Longevity and Clean Reimagined Trends to Enhance Product Appeal

Chart 1 - Dove Men+Care Deodorants

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Swiss Men's Grooming Sales to Grow Steadily with Premiumisation Driving Value

Premium Men's Fragrances to Lead Growth as Skin Care Rises and Shaving Stabilises

Innovation and Sustainability Trends to Shape Future Product Development and Marketing

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Reinforce Leadership through Innovation and Strategic Acquisition

Unilever's Natural Products Acquisition and Innovation Trends Create Growth Avenues

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Leadership Driven by Convenience and Variety

Retail E-Commerce Grows Steadily, Appealing through Convenience and Anonymity

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Switzerland - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Swiss Consumers Drive Premium Growth Amid Steady Economic Expansion and a Sustainability Focus

Chart 18 - Yves Rocher Solid Shower Gel

Fragrances Lead through Premiumisation While Sun Care Drives Dynamic Growth

Chart 19 - La Beauté Louis Vuitton

Science-Driven Formulations and Active Ingredients Shift Swiss Skin Care

Chart 20 - Lancôme Absolu Longevity Soft Cream

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Swiss Consumers to Drive Growth through Premiumisation and Health Awareness

Brands to Adopt Sustainability and Innovation to Meet Evolving Consumer Demands

Competition and Innovation to Intensify with a Focus on Premium and Natural Offerings

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Their Positions through Innovation and Strategic Acquisitions

Merger and Acquisition Activity and Innovation Drive Portfolio Expansion and Sustainability Focus

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead with Exclusive Offerings and Expert Advice

Retail E-Commerce Grows by Enhancing Convenience and Assortment

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

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/mens-grooming-in-switzerland/report.