Beauty & Cosmetics Market
Case Study for Switzerland
Introduction

The Beauty & Personal Care market is thriving and one of the fastest growing consumer markets, driven in particular by the Cosmetics and Skin Care segments. The main reason for this strong growth is the generational shift with young consumers entering the market. At the same time, this change is reinforced by mobile, social media, and eCommerce, which have a lasting effect on buying behavior when it comes to beauty products. Trends from all over the world are spreading and changing the daily beauty and care routine.

The cosmetics market in Switzerland is projected to grow at a CAGR of 4.51% between 2020 and 2025.

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The Swiss market contributes a significant share to the European cosmetics market owing to the higher demand for cosmetic products in the country. Moreover, the rising trend of natural and organic cosmetic products is likely to boost the market studied driven by the rising consumer awareness about the ingredients and formulations in their cosmetic products.

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The Swiss cosmetics market is strongly dominated by foreign players such as the L’Oreal group, Avon Products Inc., the Estée Lauder Companies Inc., Shiseido Co. Ltd, Dior, Yves Rocher International, and Oriflame holding AG, among others. However, the local players also hold a significant share of the market studied. Product innovation remains the most adopted strategy among the players in the country. An advanced and diversified distribution network of the global players gives an upper edge to expand their range of products, across the country.

Key players

The following are the key players in the Swiss cosmetics market:

1. L’Oréal S.A.
2. Shiseido Co. Ltd
3. Estée Lauder Inc.
4. Oriflame Holding AG
5. Unilever

Market Concentration

Consolidated - Market dominated by 1-5 major players

Fragmented - Highly competitive market without dominant players
AI-powered Ad Performance
Adello has a long-term experience with luxury brands marketing. Among our customers are brands such as Swarovski, BMW, Chanel, Dior and many others.

At Adello we have our own innovative methodology to identify and target beauty and luxury enthusiasts with highly relevant mobile advertising. Thank to our artificial intelligence algorithms, it is possible to learn customer interests and their online behavior. For instance, it can identify a mobile device of a potential customers who has a certain income on the exact location and is interested in luxury fashion brands.
Case #1:
L’Oréal Lancôme Teint Idole

- Campaign duration: 26 days
- Creatives: Interstitial
- Location: Switzerland
- Language: DE, FR

https://m.adctrl.com/4gjd41

51,5K Viewable Ad Impressions
3.1% CTR
100% Delivery

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Case #2:
L’Oréal Armani code

- Campaign duration: 20 days
- Creatives: Interstitial
- Location: Switzerland
- Language: DE, FR

https://m.adctrl.com/jxdhes
Case #3:

Dior

- Campaign duration: 19 days
- Creatives: Interstitial
- Location: Switzerland
- Language: DE, FR, EN

Viewable Ad Impressions: 892K
CTR: 3.26%
Delivery: 100%
Case #4:

Nivea

- Campaign duration: 20 days
- Creatives: Scratch Ad
- Location: Switzerland
- Language: DE, FR

https://rb.gy/xcehlx
Case #5:
Chanel

- Campaign duration: 21 days
- Creatives: Video & Interstitial
- Location: Switzerland
- Language: DE, EN

https://m.adctrl.com/n5ms8m
Case #5: Chanel

- Campaign duration: 21 days
- Creatives: Video & Interstitial
- Location: Switzerland
- Language: DE, EN

*Heatmap demonstrates where the users clicked on the ad creative banner.

https://m.adctrl.com/n5ms8m
Questions left? We are happy to answer them

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