



Bilendi

CCREspective

Vitiligo in Switzerland

A study on public perception and social impact

Five key insights at a glance

One in three Swiss have never heard of vitiligo. Ignorance fuels stigma – awareness can change lives.

1

One in three Swiss have never heard of vitiligo; only one in five say they truly know what it is, revealing a major gap in public understanding.

2

Only one in eight people believe society understands what it means to live with vitiligo. The study suggests that awareness may play a role in shaping perceptions of empathy.

3

Nearly two in three people believe those living with visible skin conditions are treated differently, and more than half admit having felt uneasy at least once in their presence.

4

More than four in five believe children living with vitiligo face specific challenges at school; and nearly three in four say career prospects can be affected.

5

More than half back a national strategy to better support people living with visible skin conditions, and more than four in five support insurance coverage for vitiligo.

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Introduction & Context

Why this study matters

Vitiligo: rarely spoken, deeply misunderstood.

Vitiligo is one of those words, uncommon, unfamiliar, and seldom spoken. Yet the term has existed for centuries, appearing in early medical texts. Its Latin roots, linked to ideas of blemish or pale colour, reflect how the condition was perceived long before it was medically understood.

Vitiligo also carries emotional and social implications.

For those who live with it, the reality behind the word goes far beyond the visible patches on the skin. The professional, social, and emotional impact can be profound, and unless you become more familiar with it, the invisible burden often remains overlooked, and empathy remains out of reach.

Exploring Swiss perceptions of visible skin conditions.

In many places around the globe, people are not very aware of visible skin conditions, and Switzerland is no exception. As one of the first studies of its kind in the country, this survey was not designed to learn what people living with vitiligo already know, but to explore how the general population perceives a visible skin disease and to identify the attitudes that shape the everyday experiences of those affected.

Mapping perceptions : where we stand today

This study offers a clearer view of how vitiligo is perceived in Switzerland today. It highlights where understanding exists, where gaps remain, and how perceptions continue to shape the everyday reality of those affected. It is a starting point for recognising not just the condition itself, but the professional, social, and emotional landscape that surrounds it.

“ People don’t understand what it’s like to live with vitiligo.” – Manuela (35-54)

Introduction & context

What the study reveals

Vitiligo remains poorly understood in Switzerland. Many people recognise the condition visually, yet overall awareness is limited. This low familiarity shapes how visible differences are interpreted and often leads to uncertainty in social situations.

The study also exposes a perception gap: respondents often believe they personally understand the impact of vitiligo, but they see society as far less informed. This contrast suggests that awareness efforts can improve attitudes not only by sharing facts, but by helping people look beyond their own assumptions.



Respondents consistently describe visible skin conditions as influencing everyday interactions. Feelings of discomfort or hesitation tend to stem from not knowing how to respond, rather than from negative attitudes toward those affected. Simple, accessible information could therefore reduce much of this social friction.

Two life stages stand out clearly. In childhood, visibility becomes a source of vulnerability, with most adults expecting bullying or exclusion at school. Later, during professional life, respondents anticipate challenges especially in roles involving frequent public contact. These perceptions highlight where targeted support could have the greatest impact.

Yet awareness alone will not resolve the challenges described in this report. The results indicate a receptiveness toward practical solutions – such as clearer guidance, greater visibility of vitiligo in public life, and better information on treatment options. Support for insurance coverage of medically prescribed treatments for vitiligo is very high. Overall, more than half of respondents favour a coordinated national approach on visible skin diseases.

The data makes one point clear: improving public understanding is essential, but people living with vitiligo also need consistent recognition and support within the healthcare system. Only by acting on both fronts can Switzerland create meaningful, lasting improvements in the lives of those affected.



Methodology overview

This study is based on an online survey conducted with **1,050 respondents** from the German- and French-speaking regions of **Switzerland**.

The sample (n=1,050) was drawn from the Bilendi Switzerland panel using random quotas for age (18-34, 35-54, 55-79), gender and region, ensuring representativeness of the German- and French-speaking population aged 18 to 79.

The study was designed and carried out in collaboration with Bilendi/COREpective, and was commissioned by Incyte Biosciences International Sàrl. It was supported by the Swiss Society for Psoriasis and Vitiligo (SPVG) and experienced dermatologists specialised in the care of vitiligo.

Testimonials from people living with vitiligo were also collected for this report; all quotes have been anonymised to protect privacy, and the images of individuals with vitiligo used in the document are illustrative and not linked to the quoted patients.

The full results are available upon request.



Understanding Vitiligo

What is vitiligo?

Vitiligo is a chronic, non-contagious autoimmune condition in which the body attacks melanocytes, the cells responsible for skin colour and tanning, causing white patches on the skin.

To understand the perceptions explored in this study, it helps to begin with the condition itself. Vitiligo is a clearly defined medical condition, yet many people know little about what it is or how it develops.

Vitiligo is a **chronic, autoimmune inflammatory** skin condition in which the body mistakenly attacks its own pigment-producing cells (melanocytes). Contrary to a misconception that persists among the general public, the condition is not contagious.

This loss of pigment leads to well-defined white patches on the skin, mucous membranes (such as lips) or hair. The condition can be localised or widespread, and its progression varies greatly from person to person. Vitiligo can begin at any age, most often between 10 and 30 years, and may be influenced by genetic predisposition, auto-immune activity, physiological or psychological stress or environmental triggers.^{1,2}

¹ <https://www.spvg.ch/de/vitiligo2/vitiligo>

² <https://www.spvg.ch/de/vitiligo/infografik-vitiligo>

“ My vitiligo becomes much more visible in summer, but I make a conscious effort not to let it restrict me. ”

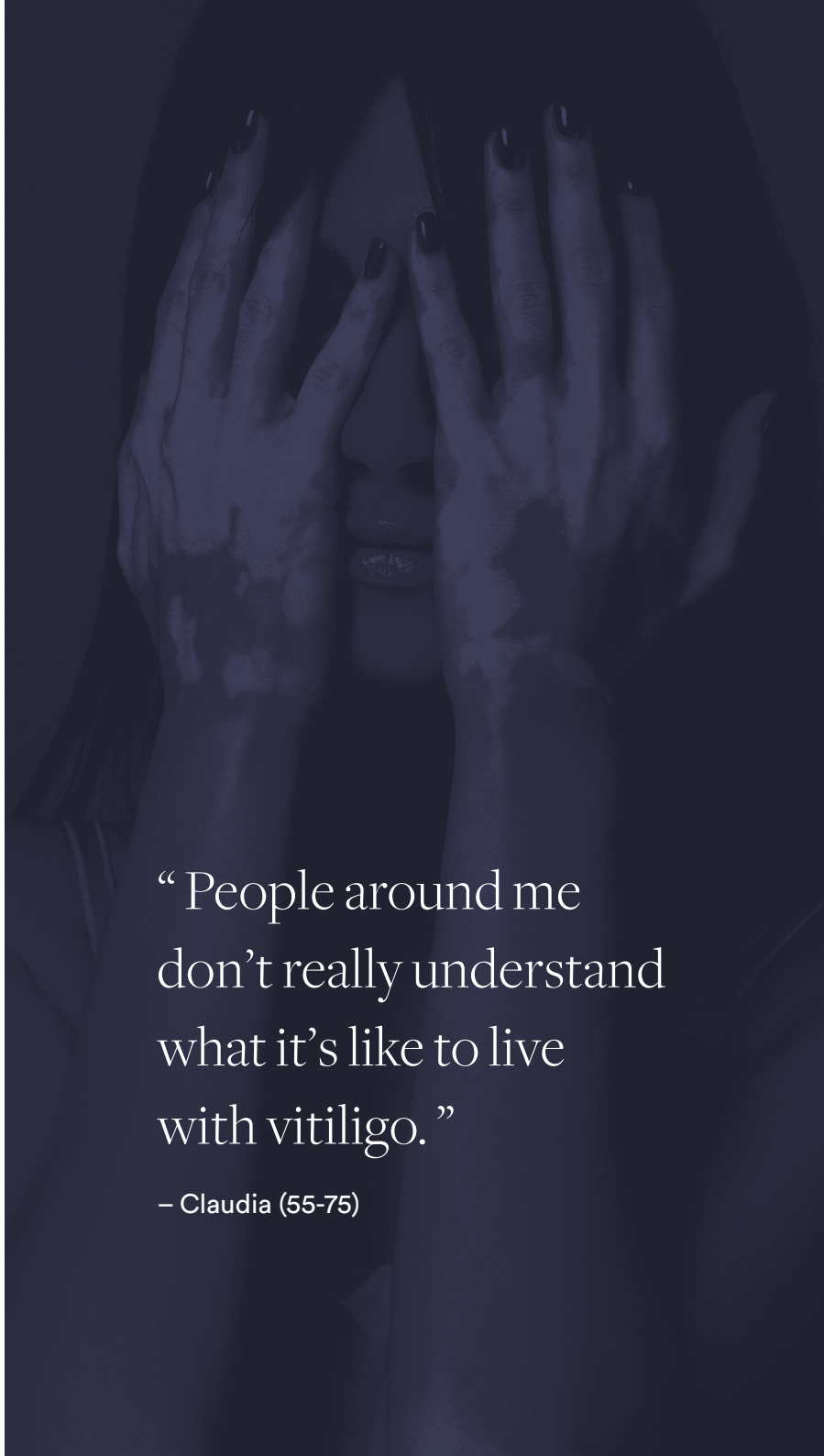
– Sara (35-54)

Understanding Vitiligo

A little-known word for a little-understood condition

For many people in Switzerland, vitiligo is not only unfamiliar. It is a word they rarely encounter or use in everyday life. This limited exposure suggests that many have never spoken about it, recognised it, or thought about its impact.

- **More than four in five Swiss adults either only vaguely know what vitiligo is or have never heard of it** (specifically, just 52% say they know it only vaguely, while 30% have never heard of it).
- Women, younger people and people from Roman-die are more familiar with vitiligo.



“People around me
don’t really understand
what it’s like to live
with vitiligo.”

– Claudia (55-75)

Understanding Vitiligo

Familiar yet misunderstood in everyday life

Awareness of vitiligo varies widely, and recognition alone does not guarantee understanding. For many people, the condition remains unfamiliar in everyday life, even when they have seen it or heard about it.

39% of men and 21% of women are completely unfamiliar with vitiligo.

Among people aged 55-79, 35% have never heard of it.

Only 23% of young adults say they know exactly what vitiligo is. Among young adults who themselves have vitiligo, this rises to 24%.

85% believe children with vitiligo face specific challenges at school; 73% say career prospects can be affected.

Among those who have already seen someone with vitiligo (89% of young adults), 24% say they recognise a public figure with the condition – compared with 9% among 55-79-year-olds. Yet this visibility has not translated into full understanding or inclusion.

Understanding Vitiligo

Knowledge gaps fuel misunderstanding

Even among those who recognise vitiligo, knowledge is uneven. Some basic facts are widely known, while others remain uncertain and these gaps are often where misunderstanding begins. When essential information is missing or unclear, assumptions fill the space, shaping how people interpret the condition.

“Someone once told me it ‘looked like leprosy.’”

– Claudia (55-75)

17%

of respondents are **not aware that vitiligo is not contagious**, including 4% who believe it can be transmitted.

60%

believe it is **genetic** and 39% think it is **autoimmune**.

30%

do not know whether it is curable.

57%

believe it is not yet curable, especially women (65%).



Perceptions & Awareness

Perceptions & Awareness

Generational differences in understanding

People see vitiligo through different social and generational lenses. Many feel they personally understand what life with the condition is like. Far fewer believe that society understands it.

Younger adults often think their generation is more open and accepting. Whereas older adults are less convinced that attitudes have improved. This shows that understanding comes not only from knowledge, but also from context and experience.

36% believe they **personally understand** what it is like to live with vitiligo.

Only 12% believe society as a whole understands it.

People who say they know vitiligo well are much more likely to say they understand its impact (53% vs. 25% among those who know nothing about vitiligo).

53% of younger adults (18-34) consider their generation more tolerant toward visible skin conditions in general, in contrast with older respondents who are far less confident that tolerance has increased.

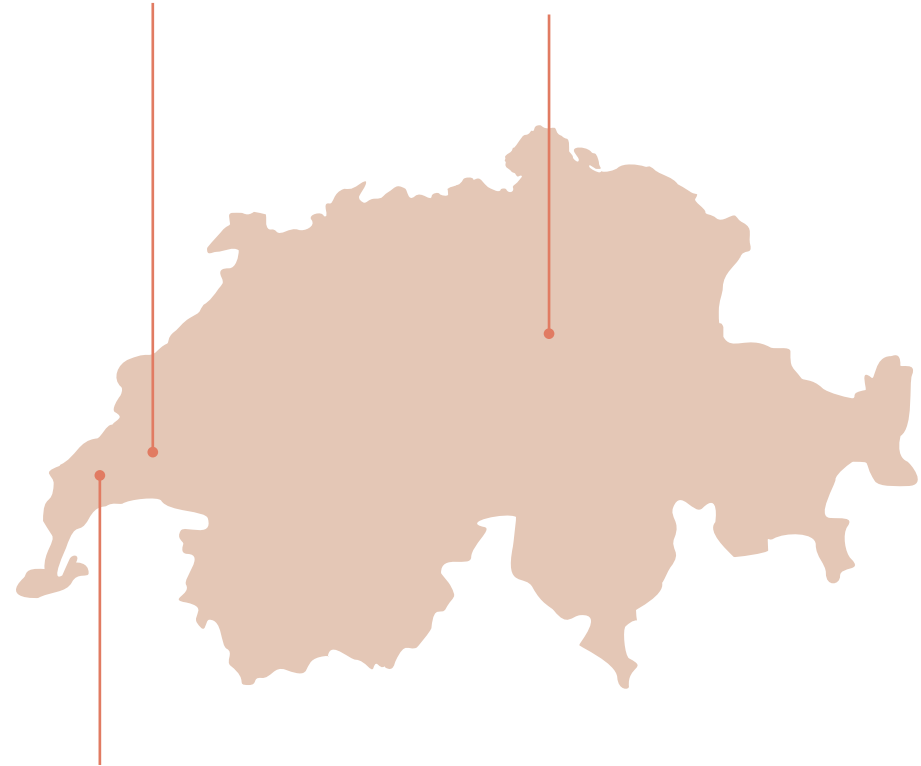
Perceptions & Awareness

Understanding varies strongly across regions

Perceptions of vitiligo's impact differ across Switzerland. Overall, the majority (62%) believe the disease significantly affects emotional and social life. As we saw, familiarity matters but so does cultural and regional context. In some parts of the country, people recognise the emotional and social burden far more clearly than in others.

Respondents from Romandie believe they are more familiar with vitiligo (77% vs. 68% Swiss Germans), and fewer have never heard of it (23% vs. 32%).

German-speaking respondents are more likely to believe people with visible skin conditions are treated differently (68% vs. 53%).



53% of people from Romandie believe they **understand the emotional and social impact** (vs. 30% of Swiss Germans).

Discomfort around visible skin conditions is similar across regions (55% for Swiss Germans vs. 56% people from Romandie). This suggests that familiarity alone does not fully determine comfort levels.

“Vitiligo dragged me down. I stopped going to the swimming pool because I found my body unbearable.”

– Manuela (35-54)

Perceptions & Awareness

Is the hardest part being seen, or not being understood?

When people think about the daily reality of living with vitiligo, their perceptions converge around the same three difficulties. They clearly recognise that vitiligo can carry a real social and emotional weight. Even without firsthand experience, people perceive that it profoundly shapes the daily reality of those living with vitiligo.

The three biggest perceived challenges are:

69%

cite looks, **staring or unwanted attention** from others.

57%

mention **social exclusion, mockery or bullying**.

56%

believe that **people living with vitiligo may struggle with their own body image**.



Social & Personal Impact

“ Even though vitiligo doesn’t hurt or itch, the psychological side is heavy. The skin is incredibly visible, and patches on the face or hands are instantly noticed. That alone can limit social life or work opportunities, especially in a society so focused on appearance. ”

– Sara (35-54)



Social & Personal Impact

Visible differences define how people are treated

When we look beyond vitiligo itself, a broader picture starts to emerge. People recognise that visible skin conditions, such as vitiligo, eczema, psoriasis, influence how someone is treated, whether in brief encounters or in everyday social situations. These attitudes show that many challenges faced by people living with vitiligo reflect a reality for anyone with a visible skin condition in Switzerland.

65%

believe that people living with visible skin conditions are **treated differently** (only 9% believe they are not treated differently).

55%

say that they have **felt uncomfortable at least once** in the presence of someone living with a visible skin condition.

45%

have **witnessed discrimination** against people living with visible skin conditions, most often in schools and social settings.

Social & Personal Impact

For most, exclusion begins in the classroom

School is an important period in anyone's life, and it is a place where children begin forming their sense of identity. In the survey, many people believe that children living with vitiligo are at particular risk of bullying, discrimination or exclusion.

Experiences like these can have a major impact on mental health, wellbeing and on how a young person sees their place in society.

- 85% believe children living with vitiligo **face challenges at school.**
- Among respondents who believe that schoolchildren living with vitiligo face specific challenges, 86% cite **bullying or discrimination by schoolmates as the main difficulty.**
- 55% of those mention **difficulty making friends due to teasing or isolation.**

“As a teenager, it was difficult for me to go to swimming pools.”

– Claudia (55-75)

Social & Personal Impact

Private life, where judgement feels personal

Visible vitiligo can also influence perceptions in private life, including dating. Respondents were asked why others might feel uncomfortable dating someone living with visible vitiligo. They pointed to social pressure, uncertainty, and persistent misconceptions. These insights reinforce the view that society is not accepting or tolerant enough toward visible differences, especially in more personal settings.

“I have less self-confidence and feel inhibited about showing myself naked.”

– Manuela (35-54)

40%

think the visible difference itself **might make someone hesitate** to date or pursue a romantic relationship with a person living with vitiligo.

33%

believe people may hesitate to date someone living with vitiligo because of their **fear of being judged** by others.

29%

mention **concerns about possible contagion as a reason** why someone may hesitate to date or pursue a romantic relationship with a person living with vitiligo.

27%

believe that **others may consider vitiligo unattractive**, which could influence dating or romantic relationships.




Professional Impact

Vitiligo should not define a career, but it could

People recognise that visible skin conditions can create real challenges in the workplace, even limiting opportunities, potentially facing discrimination or even bullying. Their answers point to bias, customer-facing pressure, and social dynamics at work.

People believe that professional life may be influenced by how others react :

- **Nearly 3 in 4 (73%) believe that people living with vitiligo may face challenges when starting their career, 52% – of those who see challenges for people living with vitiligo – think it may reduce job opportunities during application processes.**
- **The work environments seen as most challenging are those where employees interact closely with customers and where personal presentation is part of the role – such as beauty (62%) and hospitality (60%).**
- **59% believe that employees with visible skin conditions could encounter discrimination from customers in jobs requiring direct public contact.**
- **51% say that even experienced professionals may encounter workplace obstacles linked to visible vitiligo.**
- **Among those who believe that experienced professionals with visible vitiligo face specific challenges, 41% think they may experience exclusion or bullying by colleagues or supervisors.**



This study explores perceptions, how people believe vitiligo affects daily life, relationships, careers and opportunities in Switzerland.

These perceptions matter, because they shape beliefs, behaviours, attitudes, and environments that people living with vitiligo may encounter.

At the same time, lived experiences are not uniform. People living with vitiligo cope in different ways through acceptance, resilience, creativity, or confidence. Many navigate these realities with remarkable strength.

There is no single way to live with vitiligo. What feels empowering for one person may not be enough, or appropriate, for another.

“To me, the spots feel like natural markings – almost like the patterns you see in nature.” – Elena (35-54)



Toward Action & Solutions

Acceptance from others can help – but it is only part of the picture

Despite people's perceived awareness of the difficulties people living with vitiligo may face, the staring, the misconceptions, the barriers at school and at work, there is a familiar idea that many people living with vitiligo may hear at some point in their life: *“You should just accept it, you should learn to feel comfortable in your skin”*.

41% believe people living with vitiligo should **“accept it as part of who they are”**.

Only 17% consider vitiligo a serious illness, while 23% don't know how to judge it.

41% also state that people living with vitiligo should act confidently and **not try to hide it so that society becomes more accustomed to it**.

“There are far more serious diseases – but that's not a reason to dismiss vitiligo. It still needs to be taken seriously.” – Claudia (55-75)

Vitiligo is a medical condition that requires adequate support

Improving understanding and awareness of the emotional and social burden certainly helps. But it does not address the unmet medical needs that people living with vitiligo continue to face. Awareness cannot replace appropriate care, and it does not change the fact that vitiligo is a medical condition with real life consequences.

The findings show broad support for enabling people who need treatment to access it and have it covered within the healthcare system.

44%

believe vitiligo is a **disease that should be treated medically** (vs. 24% who disagree and 32% who are unsure).

57%

know **it is not yet curable**, reinforcing its chronic nature.

82%

say that medically prescribed treatments for vitiligo should be covered by basic health insurance.

“When I was diagnosed during rehabilitation, the doctor handled it insensitively. I was examined in front of his assistants in a way that left me feeling exposed and humiliated.” – Manuela (35-54)



Toward Action & Solutions

Switzerland is open to further progress

Public perception does not just highlight the challenges people living with vitiligo face. It also indicates a genuine openness to further steps that could improve understanding and support. This willingness is consistent across age groups and linguistic regions.

57%

support a national strategy
to better support people with
visible skin conditions.

Support for a national strategy is strong across all age groups and linguistic regions.



“What helped me most was my daughter. She treated it as completely normal, and that made it easier to accept.”

– Manuela (35-54)

What meaningful action could look like

The survey highlights widespread uncertainty, uneven understanding, and persistent misconceptions surrounding vitiligo and other visible skin conditions. It also shows that greater familiarity, clearer information and supportive environments can reduce discomfort and bias. Taken together, these findings point toward several areas where meaningful progress is both needed and realistic.

Drawing on these insights, the following priorities emerge as avenues for improving everyday life for people living with vitiligo :

- 1 Better information and public awareness to reduce stigma.
- 2 Greater visibility and representation in media and public life.
- 3 Support in schools to address early exclusion and bullying.
- 4 Workplace guidance to counter appearance-based bias.
- 5 Access to appropriate medical care, covered within the healthcare system.



“I’m frequently told the spots look beautiful, and that my openness is inspiring. Some people even want to share my story with friends or relatives who also have vitiligo.”

– Manuela (35-54)

Afterword

Vitiligo is a chronic medical condition with physical, professional, social, and emotional consequences. For many, the medical reality is only one part of a wider experience shaped by how visible differences are perceived, discussed, and understood. This study brings those dimensions into clearer view and underscores how they interact in everyday life.

What emerges is not a single problem, but a combination of needs: medical support that reflects the chronic nature of the condition, and a social environment capable of responding to visible difference without hesitation or prejudice. Addressing one without the other leaves gaps that continue to affect people throughout their lives, from childhood to professional life and beyond.

The results invite people to consider vitiligo within a broader discussion on health, inclusion, and access to care. Progress depends on coordinated steps that go beyond awareness campaigns: clear information for the public, early support in schools, guidance in workplaces, continued investment in medical research, and a healthcare system that recognises and treats vitiligo appropriately.

This report provides a foundation for that work. It gives visibility to dynamics that are often underestimated and points toward the practical measures that can make a tangible difference. Improving the lives of people living with vitiligo is not about reducing the condition to its social impact, nor about limiting action to medical treatment. It is about integrating both dimensions into a coherent approach.

The objective is clear: ensuring that people living with vitiligo have the choice to access medical support when and where needed, are respected socially, and are able to participate fully in all areas of life. This requires collective responsibility, and it begins with acknowledging that meaningful progress is not only possible, but necessary.

Expert perspectives

“Vitiligo is a chronic autoimmune condition that can have a profound psychological and social impact on affected individuals. Misconceptions remain common and often contribute to stigma and delayed care. The findings of this survey strongly support these observations and provide important evidence that vitiligo care in Switzerland can and should be improved. By highlighting existing gaps in awareness and understanding, the survey creates a solid foundation for targeted actions to improve the wellbeing of people living with vitiligo. It is important to recognise that vitiligo is not merely an aesthetic concern, but a medical condition that may be associated with other autoimmune diseases and therefore requires appropriate evaluation and follow-up. Early information, reassurance and appropriate medical guidance are essential. Ensuring that patients have fair and timely access to care and treatment options can make a meaningful difference for patients.”

PD Dr. med. Antonios Kolios

Senior Physician and Head Dermatology and Clinical Immunology, Specialized Vitiligo Clinics, Spital Uster

“Vitiligo is a chronic autoimmune disease that can have a significant emotional impact on both patients and the parents of affected children. Experiences, expectations, and treatment goals vary widely from one individual to another, making an individualized, patient-centred approach essential to effective care and support. Despite this, many misconceptions and gaps in understanding persist around the condition. This study highlights several of these issues and contributes to a clearer understanding of the perceptions and needs associated with vitiligo.”

Dr. med. David Alvarez Martinez

Attending physician, Division of Dermatology and Venereology, University Hospitals of Geneva

“Vitiligo imposes a significant burden on patients, extending beyond skin appearance to deeply affect mental health, social life, and daily functioning, causing anxiety, depression, low self-esteem, and social stigma, especially with facial/hand involvement or darker skin, requiring empathetic care, psychological support, and awareness to address this profound, often underestimated, impact. This study is giving a very interesting insight on how the perception of vitiligo and vitiligo patients in general population in Switzerland is. It shows how much work is still ahead of us to improve disease perception in the society and to better understand disease burden.”

PD Dr. med. Ahmad Jalili

FMH specialist in Dermatology & Venereology & President, DermaNet – Swiss Network of Office-Based Dermatologists

Acknowledgements

We warmly thank the individuals living with vitiligo who generously shared their testimonials, and the 1,050 survey participants whose contributions made this study possible.

Our sincere thanks also go to the SPVG for their guidance and review, to the dermatologists who enriched the project with their clinical expertise, and to our partners Bilendi and COREspective for leading the survey work. We additionally acknowledge the creative team at Guru for their support in bringing the report's visual identity to life.

This collective effort reflects a shared commitment to improving understanding and support for people living with vitiligo in Switzerland.

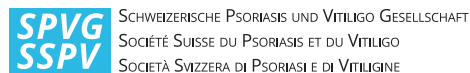


Appendix



A global biopharmaceutical company on a mission to Solve On., Incyte follows the science to find solutions for patients with unmet medical needs. Through the discovery, development and commercialization of proprietary therapeutics, Incyte has established a portfo-

lio of first-in-class medicines for patients and a strong pipeline of products in Oncology and Inflammation & Autoimmunity. Headquartered in Wilmington, Delaware, Incyte has operations in North America, Europe and Asia.



The Swiss Psoriasis and Vitiligo Society (SPVG) is a non-profit organisation that advocates for people living with psoriasis, psoriatic arthritis, and vitiligo. It serves as a point of contact and represents the interests of patients by providing independent, scientifically grounded information, guidance, and opportunities for peer exchange.

SPVG raises public awareness and supports those affected with the aim of improving their quality of life. The organisation promotes regional support groups and is advised by a dedicated Scientific Council.



PD Dr. med. Antonios Kolios

PD Dr. med. Antonios Kolios, is a physician-scientist specializing in dermatology, venereology, clinical immunology, and allergology and performed a postdoc at Beth Israel Deaconess Medical Center (BIDMC) / Harvard Medical School in Boston, Massachusetts. He is the division head of Dermatology and Clinical Immunology at Hospital Uster, Switzerland. He specializes in systemic and cutaneous inflammatory diseases with a focus on psoriasis, hidradenitis suppurativa, lupus, vitiligo, and pityriasis rubra pilaris, among others. Dr. Kolios's research group focuses on translational immunodermatology with the restoration of immune tolerance in autoimmune diseases.

His work has led to over 80 publications in high-impact journals such as the New England Journal of Medicine, Science Advance, Science Translational Medicine, Science Immunology, Lancet Rheumatology, Journal of Investigative Dermatology, British Journal of Dermatology, and JAMA Dermatology, and reviews in Nature Reviews Drug Discovery, Nature Reviews Rheumatology and Trends Molecular Medicine. His passion for Immuno-Dermatology is driven by his desire to bridge basic research in inflammatory skin diseases with developing targeted, personalized treatment approaches for patients, finally leading to novel approaches including cure.



**Dr. med. David Alvarez
Martinez**

Dr. David Alvarez Martinez completed his medical studies in Geneva, where he obtained his Swiss federal medical diploma in 2016. He subsequently worked for two years in internal medicine at the Centre Hospitalier du Valais Romand.

In 2018, he began his specialist training in dermatology and venereology at the Geneva University Hospitals (HUG), within the department led by Professor W.-H. Boehncke. In 2021, he continued his training in Nice, in the department of Professor T. Passeron, supported by a scholarship from the European Academy of Dermatology and Venereology (EADV). This experience allowed him to further specialize in the management of vitiligo.

He was appointed Attending Physician (chef de clinique) at the end of 2023 and obtained his FMH specialist title in dermatology and venereology in 2024. During this period, he established a dedicated vitiligo clinic.

Dr. Alvarez Martinez has contributed to several research projects and has been a member of the Scientific Committee of the Swiss Psoriasis and Vitiligo Society (SPVG) since March 2025.

His professional interests include interventional dermatology, photodermatology, and pigmentary disorders, fields in which he is keen to continue developing his clinical and scientific expertise.



PD Dr. med. Ahmad Jalili

Dr. Ahmad Jalili, MD, PhD, is the Head of the Department at Dermatology & Skin Care Clinics in Buochs and Cantonal Hospital of Obwalden in Sarnen, Switzerland. He trained and worked for many years at the Medical University of Vienna and has since built an international clinic specializing in dermatology and venereology, with expertise in inflammatory skin diseases including psoriasis, atopic dermatitis, hidradenitis suppurative, vitiligo, skin cancer and dermatological surgery.

Dr. Jalili has published extensively—over 80 peer-reviewed articles—focusing on inflammatory skin disease, topical treatment strategies, and quality-of-life outcomes in dermatology. He is multilingual (including Persian, German, English, Polish and Arabic), and his clinical-academic work bridges advanced dermatologic care with translational research for improved patient outcomes.

Bilendi

Bilendi is one of the leading providers of technology, data and AI-driven solutions for the market research industry. Its vision is to collect and analyse reliable, high-quality data from consumers, citizens, patients and professionals in an ethical and transparent way. With a team of more than 650 experts, Bilendi operates 21 offices in 18 countries and serves over 2,700 clients worldwide. The company has developed several innovative solutions tailored to market research, including BARI, an AI system specifically designed for the research sector; Bilendi Discuss, a SaaS-based qualitative research platform; and behavioural data collection panels in 13 countries.

Bilendi manages high-quality proprietary online panels across 37 countries in Europe, Latin America and the United States, giving access to more than 4 million panellists and ensuring a leading position in these regions. Local project managers provide country-specific expertise and efficient collaboration.

The Bilendi Group has successfully achieved ISO 20252:2019 certification, the international standard for market, opinion and social research. This certification covers the planning, execution, supervision and evaluation of research studies.

COREspective

Your Partner in Market Research & Customer Insights

COREspective is a full-service market research company founded in 2025 and based in Zurich. The company's mission is to generate actionable insights through tailored empirical research – insights that translate into concrete measures and create real added value. COREspective relies on a team of highly experienced research specialists to deliver high-qua-

lity, decision-focused studies. The team designs and conducts complete research projects and also provides consulting support for decision-making and peer-review processes, evaluations of previously conducted studies, and expertise as speakers for internal training programmes.