



Home Care Packaging in Switzerland

October 2025

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Home Care Packaging in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and sustainability driving growth and innovation in Swiss home care packaging
Refillable and reduced-plastic packaging transforming Switzerland's home care packaging market
Shift towards flexible and refillable pack types reshaping Swiss home care packaging

PROSPECTS AND OPPORTUNITIES

Evolving consumer demands and emerging innovations will reshape Switzerland's home care packaging landscape
Increasing demand for low-waste, refillable solutions expected in Swiss home care packaging

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Home Care Packaging in Switzerland - Company Profiles

Packaging Industry in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainable packaging and smart sizing drive Swiss food trends 2024
Sustainability and innovation driving packaging trends in Switzerland's non-alcoholic drinks
Declining alcoholic drinks volumes, but cans on the rise in Switzerland
Sustainable innovation and regulatory momentum transform Swiss beauty and personal care packaging in 2024
Refillable, flexible and sustainable packaging redefine Switzerland's home care market in 2024
Convenience and sustainability driving Swiss dog and cat food packaging trends in 2024

PACKAGING LEGISLATION

Switzerland prepares for a circular economy overhaul in packaging
Impact of EU Packaging and Packaging Waste Regulation (PPWR) and Swiss response
Deposit Return Schemes and Reverse Vending Systems in Swiss beverage packaging

RECYCLING AND THE ENVIRONMENT

Strengthening the circular economy through packaging reform
National collection initiatives: RecyPac and RecyBag
Environmental goals fuel packaging innovation

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