

# Home Care Packaging in Switzerland

May 2023

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## Home Care Packaging in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Packaging innovations that increase consumers' convenience gaining ground

Players aim to cut packaging waste by making it refillable and reusable

Share gains for plastic pouches in automatic dishwashing tablets and PET bottles in multipurpose cleaners

#### PROSPECTS AND OPPORTUNITIES

Paper-based containers to gain momentum in laundry care

Folding cartons and aerosol cans are forecast to remain popular pack types in air care

## Home Care Packaging in Switzerland - Company Profiles

## Packaging Industry in Switzerland - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Thin wall plastic containers popular in dairy packaging

Coca-Cola's sustainable packaging innovations for its Valser bottled water

Glass bottles continue to dominate alcoholic drinks packaging

Sustainable initiatives by brands leading to increasing adoption of refill packs

Consumer awareness driving packaging innovations within home care

### PACKAGING LEGISLATION

Swiss businesses join forces to establish a national plastic recycling system

### RECYCLING AND THE ENVIRONMENT

Brands embrace eco-friendly packaging to tackle packaging waste

Table 1 - Overview of Packaging Recycling and Recovery in Switzerland: 2020/2021 and Targets for 2022

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