



Euromonitor
International

Home Care Packaging in Switzerland

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Swiss home care packaging edges up in 2025 as recycled content, refill and fibre-based formats reshape the mix

INDUSTRY PERFORMANCE

Rigid plastic anchors a mature market as HDPE and PET bottles lead laundry, dishwashing and surface care

Flexible packaging grows fastest as refill and concentrate formats gain ground

A new draft Packaging Ordinance and the Recypac collection scheme sharpen the recyclability agenda

WHAT'S NEXT?

Strong forecast growth to 2030 led by flexible and refill formats

Recycled content, refill systems, and fibre-based cartons offer key opportunities

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