

# Beauty and Personal Care Packaging in Switzerland

June 2023

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## Beauty and Personal Care Packaging in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Squeezable plastic tubes seeing a move towards recycled plastic  
Garnier launches eco-friendly packaging to match its new sustainable conditioner  
Use of recycled oils in beauty and personal care packaging

#### PROSPECTS AND OPPORTUNITIES

Colour cosmetics recovery will continue over the forecast period  
Squeezable plastic tubes to see dynamic growth over forecast period as sustainability improves

## Beauty and Personal 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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