



**Euromonitor
International**

Beauty and Personal Care Packaging in Switzerland

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Small HDPE bottles gaining popularity in body wash/shower gel

Blister and strip packs gaining share in dental floss due to their hygienic and convenient characteristics

Squeezable plastic tubes seeing a move towards recycled materials

PROSPECTS AND OPPORTUNITIES

Facial care to help drive folding cartons' growth due to sustainability concerns

Metal tins expected to gain share in fragrances due to their durability

Beauty and Personal Care Packaging in Switzerland - Company Profiles

Packaging Industry in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall containers dominate cheese packaging for their ability to maintain optimal freshness

Rising health consciousness drives soft drinks packaging towards smaller sizes

The 330ml pack remains the most popular size for beer packaging for its portability and convenience

Blister and strip packs gain share in dental floss due to their convenience and hygienic characteristics

Cost-effectiveness and convenience see flexible plastic dominate laundry detergent packaging

PACKAGING LEGISLATION

Legislation for food and beverage packaging materials

Measures for alcoholic drinks packaging

Updated chemical safety in home care and beauty and personal care packaging

RECYCLING AND THE ENVIRONMENT

Glass packaging gains favour for domestic lager in Switzerland

Squeezable plastic tubes move towards recycled materials in beauty care

Sustainability drives innovation in hot drinks packaging

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