



# Beauty and Personal Care Packaging in Switzerland

August 2024

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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

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