



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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