



Home Care Packaging in Switzerland

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and sustainability driving growth and innovation in Swiss home care packaging

Refillable and reduced-plastic packaging transforming Switzerland's home care packaging market

Shift towards flexible and refillable pack types reshaping Swiss home care packaging

PROSPECTS AND OPPORTUNITIES

Evolving consumer demands and emerging innovations will reshape Switzerland's home care packaging landscape

Increasing demand for low-waste, refillable solutions expected in Swiss home care packaging

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