

# Beauty and Personal Care Packaging in Switzerland

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## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Consumer demand, e-commerce, premiumisation and regulations driving growth in Swiss beauty and personal care packaging Innovation meets sustainability in Swiss beauty packaging with the launch of GEKA's PCR-PP Regulatory pressures driving sustainable and compliant packaging shifts in Switzerland

## PROSPECTS AND OPPORTUNITIES

Growth will be fuelled by sustainability, innovation and e-commerce

Changing packaging preferences in Switzerland shaped by hygiene and environmental awareness

## **DISCLAIMER**

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  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-switzerland/report.