

Home Care Packaging in Switzerland

Market Direction | 2023-05-15 | 8 pages | Euromonitor

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Report description:

Laundry care continued to account for the largest volume share of home care sales in 2022. To meet the high levels of demand and against the backdrop of strong competition, global giants like Procter & Gamble are taking the initiative by making their packaging and formulations environmentally friendly. Procter & Gamble launched a new plant-based sustainable product under its Tide brand packaged in an Eco Box, which uses 60% less plastic and is made from 100% recycled material. The pack also come...

Euromonitor International's Home Care Packaging in Switzerland report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Home Care Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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HOME CARE PACKAGING IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Packaging innovations that increase consumers' convenience gaining ground

Players aim to cut packaging waste by making it refillable and reusable

Share gains for plastic pouches in automatic dishwashing tablets and PET bottles in multipurpose cleaners

PROSPECTS AND OPPORTUNITIES

Paper-based containers to gain momentum in laundry care

Folding cartons and aerosol cans are forecast to remain popular pack types in air care

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