

## **Home Care Packaging in Switzerland**

Market Direction | 2024-07-26 | 8 pages | Euromonitor

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### **Report description:**

Flexible plastic recorded dynamic growth in laundry care packaging in 2023, which is expected to continue over the forecast period. It was performing strongly in powder detergents and detergent tablets. This trend is noteworthy as it goes against the broader global movement towards sustainable packaging solutions. Flexible plastic is considered the go-to pack type for powder detergents due to its cost-effectiveness, convenience and storage efficiency. It is lightweight, easy to handle and can be...

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.

### **Table of Contents:**

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HOME CARE PACKAGING IN SWITZERLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth for flexible plastic in laundry detergents in 2023

Blister and strip packs the main pack type in toilet care

Sustainability trends continue gaining momentum in the packaging industry

PROSPECTS AND OPPORTUNITIES

PET bottles to gain share in air care due to their practicality

Plastic pouches will take share from folding cartons in automatic dishwashing tablets

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