



**Euromonitor
International**

Beauty and Personal Care Packaging in Switzerland

October 2025

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

Beauty and Personal Care Packaging in Switzerland - Company Profiles

Packaging Industry in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainable packaging and smart sizing drive Swiss food trends 2024

Sustainability and innovation driving packaging trends in Switzerland's non-alcoholic drinks

Declining alcoholic drinks volumes, but cans on the rise in Switzerland

Sustainable innovation and regulatory momentum transform Swiss beauty and personal care packaging in 2024

Refillable, flexible and sustainable packaging redefine Switzerland's home care market in 2024

Convenience and sustainability driving Swiss dog and cat food packaging trends in 2024

PACKAGING LEGISLATION

Switzerland prepares for a circular economy overhaul in packaging

Impact of EU Packaging and Packaging Waste Regulation (PPWR) and Swiss response

Deposit Return Schemes and Reverse Vending Systems in Swiss beverage packaging

RECYCLING AND THE ENVIRONMENT

Strengthening the circular economy through packaging reform

National collection initiatives: RecyPac and RecyBag

Environmental goals fuel packaging innovation

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

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.