



# Home Care Packaging in Switzerland

July 2024

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### 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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