

## **Alcoholic Drinks Packaging in Switzerland**

Market Direction | 2023-09-11 | 9 pages | Euromonitor

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### **Report description:**

The widespread closure of foodservice outlets in Switzerland during lockdown led to sales in this channel plummeting in alcoholic drinks in 2020, resulting in a major decline in packaging unit volumes in this channel in this year. While some sales shifted into the retail channel, with retail sales seeing a demand spike in 2020, this was not enough to offset the foodservice losses. With a recovery starting in the foodservice channel and sales still elevated in the retail channel, the overall alco...

Euromonitor International's Alcoholic Drinks Packaging in Switzerland report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks 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.

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### **Table of Contents:**

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2022 DEVELOPMENTS

Continued recovery in foodservice sales ensures positive growth in overall alcoholic drinks packaging in 2022

Beer players innovate to eliminate plastic multipack rings

Switzerland's emerging craft beer culture pushes eye-catching packaging designs

PROSPECTS AND OPPORTUNITIES

The non/low alcohol beer trend will help drive volume growth for glass bottles

The 330ml size will continue to lead in overall alcoholic drinks packaging

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