

## **Processed Meat and Seafood Packaging in Switzerland**

Market Direction | 2023-10-25 | 8 pages | Euromonitor

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### **Report description:**

After a disrupted couple of years due to the pandemic, processed meat and seafood packaging returned to a more stable performance in 2022, although volumes remained well above the pre-pandemic level. Processed seafood saw stronger growth in packaging volumes than processed meat in 2022. The growth in processed seafood packaging was attributed to changing consumer dietary preferences and a growing interest in seafood as a healthier protein option. Swiss consumers are becoming more health-conscious...

Euromonitor International's Processed Meat and Seafood 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: Meat and seafood substitutes inc Tofu, Processed Meat, Processed Seafood.

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

Why buy this report?

- \* Get a detailed picture of the Processed Meat and Seafood 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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Euromonitor International

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PROCESSED MEAT AND SEAFOOD PACKAGING IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Processed seafood packaging grows due to shifting consumer dietary preferences

Flexible plastic is the dominant pack type due to its user friendliness

200g pack size grows its share in 2022, due to rising cost-consciousness

PROSPECTS AND OPPORTUNITIES

Folding cartons forecast to grow due to their light weight and durability

Smaller pack sizes such as 160g set to grow as they offer portion control

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