

## **Confectionery Packaging in Switzerland**

Market Direction | 2024-07-05 | 9 pages | Euromonitor

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### **Report description:**

Total confectionery packaging volumes in Switzerland saw a marginal decline in 2023. Countlines, which is one of the largest categories in chocolate confectionery in terms of packaging volumes, saw a similar slight decline in 2023. Flexible plastic is the overwhelmingly dominant pack type used for countlines in Switzerland, due to its superior adaptability, lightweight nature, and cost-effectiveness. This type of packaging provides an excellent barrier against moisture, light, and air, ensuring...

Euromonitor International's Confectionery 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: Chocolate Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

- \* Get a detailed picture of the Confectionery 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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CONFECTIONERY PACKAGING IN SWITZERLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Adaptability is a major reason why flexible plastic is used for countlines

Blister and strip packs are used for gum due to their portability

Flexible plastic and board tubs mainly used for chocolate pouches and bags due to their durability

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes of confectionery likely to gain share due to their convenience and the health trend

Cost-effectiveness and protection set to drive the use of flexible plastic and paper for confectionery over the forecast period

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