

**Packaging Industry in Switzerland**

Market Direction | 2024-11-18 | 47 pages | Euromonitor

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**Report description:**

In 2023, Switzerland's packaging market saw significant developments driven by factors such as sustainability, consumer preferences and regulatory changes. Brands continued to adopt eco-friendly packaging solutions, such as 100% recycled PET (rPET) bottles for bottled water, and reduced their use of plastic pouch packaging. Thin wall containers continue to dominate cheese and yoghurt packaging, while the 330ml size continued to be the most popular size for beer packaging due to its portability a...

Euromonitor International's Packaging in Switzerland report offers insight into key trends and developments in the industry. 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.

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

**Why buy this report?**

- \* Get a detailed picture of the 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2023 key trends

Thin wall containers dominate cheese packaging for their ability to maintain optimal freshness

Rising health consciousness drives soft drinks packaging towards smaller sizes

The 330ml pack remains the most popular size for beer packaging for its portability and convenience

Blister and strip packs gain share in dental floss due to their convenience and hygienic characteristics

Cost-effectiveness and convenience see flexible plastic dominate laundry detergent packaging

#### PACKAGING LEGISLATION

Legislation for food and beverage packaging materials

Measures for alcoholic drinks packaging

Updated chemical safety in home care and beauty and personal care packaging

#### RECYCLING AND THE ENVIRONMENT

Glass packaging gains favour for domestic lager in Switzerland

Squeezable plastic tubes move towards recycled materials in beauty care

Sustainability drives innovation in hot drinks packaging

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