



# Baby Food Packaging in Switzerland

July 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumers prefer flexible aluminium/paper for dried baby food as it allows for portion control  
Major brands use brick liquid cartons for liquid milk formula thanks to their ability to maintain freshness  
Thin wall plastic containers preferred for prepared baby food owing to their durability and convenience

### PROSPECTS AND OPPORTUNITIES

Metal tins expected to see growth in powder milk formula due to their barrier properties and portability  
Smaller pack sizes set to become more popular in prepared baby food, owing to demand for portion control and variety

## Baby Food Packaging in Switzerland - Company Profiles

## Packaging Industry in Switzerland - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.