



**Euromonitor  
International**

# Dairy Packaging in Switzerland

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Convenience is one of the major factors why flexible aluminium/paper is popular for butter and spreads

Thin wall plastic containers are popular for cheese and yoghurt due to their durability

Flexible plastic is the main pack type used for chilled snacks, owing to its cost-effectiveness

### PROSPECTS AND OPPORTUNITIES

Consumers will continue to prefer smaller pack sizes in yoghurt, as they are more convenient

Share of HDPE bottles likely to increase in coffee whiteners owing to good preservation qualities

## Dairy 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

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