



Euromonitor  
International

# Confectionery Packaging in Switzerland

July 2024

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## Confectionery Packaging in Switzerland - Category analysis

### 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

## Confectionery 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/confectionery-packaging-in-switzerland/report](https://www.euromonitor.com/confectionery-packaging-in-switzerland/report).