



Euromonitor  
International

# Processed Fruit and Vegetables Packaging in Switzerland

July 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Resealability is a major reason why plastic pouches sees growth in packaging volumes in frozen fruit

Versatility is a top factor behind the usage of flexible plastic for frozen processed potatoes

Brands use metal food cans and brick liquid cartons for shelf stable tomatoes for their durability

#### PROSPECTS AND OPPORTUNITIES

Plastic pouches set to be used extensively for frozen processed vegetables owing to their convenience

Consumers likely to prefer smaller pack sizes in shelf stable fruit in order to reduce food waste

## 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.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-switzerland/report](http://www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-switzerland/report).