



Processed Meat and Seafood Packaging in Switzerland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the main pack type for chilled processed meat as it offers good protection and is lightweight

Brands use metal food cans for shelf stable seafood for their durability and convenience

Thin wall plastic containers are popular for chilled processed seafood due to their light weight

PROSPECTS AND OPPORTUNITIES

Brands set to use flexible plastic for shelf stable meat due to its durability

Convenience is a major factor why smaller pack sizes will continue to be used for frozen processed seafood

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