

Alcoholic Drinks Packaging in Switzerland

September 2023

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Alcoholic Drinks Packaging in Switzerland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued recovery in foodservice sales ensures positive growth in overall alcoholic drinks packaging in 2022

Beer players innovate to eliminate plastic multipack rings

Switzerland's emerging craft beer culture pushes eye-catching packaging designs

PROSPECTS AND OPPORTUNITIES

The non/low alcohol beer trend will help drive volume growth for glass bottles

The 330ml size will continue to lead in overall alcoholic drinks packaging

Alcoholic Drinks Packaging in Switzerland - Company Profiles

Packaging Industry in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Thin wall plastic containers popular in dairy packaging

Coca-Cola's sustainable packaging innovations for its Valser bottled water

Glass bottles continue to dominate alcoholic drinks packaging

Sustainable initiatives by brands leading to increasing adoption of refill packs

Consumer awareness driving packaging innovations within home care

PACKAGING LEGISLATION

Swiss businesses join forces to establish a national plastic recycling system

RECYCLING AND THE ENVIRONMENT

Brands embrace eco-friendly packaging to tackle packaging waste

Table 1 - Overview of Packaging Recycling and Recovery in Switzerland: 2020/2021 and Targets for 2022

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