



**Euromonitor
International**

Soft Drinks Packaging in Switzerland

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Volumes extend their steady climb as glass leads growth and wholesale beverage-packaging reform enters consultation

INDUSTRY PERFORMANCE

Rigid plastic retains its commanding lead as total soft drinks packaging volumes edge higher in 2025

Glass posts the fastest growth as premiumisation lifts the format, while a closed-loop PET system and high recycled content anchor rigid plastic

Switzerland advances its circular-economy reform as the Federal Council consults on replacing the beverage container ordinance

WHAT'S NEXT?

Soft drinks packaging volumes set to rise steadily to 2029, led by metal and resilient rigid plastic

Strategic priorities: high-rPET PET in a closed loop, recycled content, and readiness for the new packaging ordinance

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