



Alcoholic Drinks Packaging in Switzerland

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Swiss alcoholic drinks packaging contracts in 2025 as canned beer softens and a circular-economy packaging overhaul advances

INDUSTRY PERFORMANCE

Glass bottles anchor the market and gain share as metal beverage cans retreat

Glass is the only major format to hold its volumes as reusable bottles expand

A new packaging ordinance and extended producer responsibility reshape the sustainability agenda

WHAT'S NEXT?

Volumes set to edge lower to 2030 as glass holds firm and cans continue to decline

Lightweighting, recycled content and reuse define packaging priorities

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