

# Dairy Packaging in Switzerland

October 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Drinking milk products packaging witnesses decline due to shifting preferences  
Thin wall plastic containers a popular pack type due to preservation and light weight  
75g and 250g the preferred pack sizes in coffee whiteners in 2022

#### PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers set to grow as they offer convenience  
Larger pack sizes forecast to gain share as they are cost-effective

## Dairy 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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