

# Confectionery Packaging in Switzerland

October 2023

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## Confectionery Packaging in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growth for tablets in 2022, due to their quality and traditional value in Switzerland

Flexible plastic is the dominant pack type, as it offers good preservation

100g is the leading pack size, as it is good for individual or shared consumption

#### PROSPECTS AND OPPORTUNITIES

Folding cartons forecast to gain pack type share due to eco-friendliness

Rising on-the-go consumption likely to boost sales of smaller pack sizes

## Confectionery 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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