Euromonitor International

Meals and Soups Packaging in Switzerland

September 2026

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Meals and Soups Packaging in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ready meal demand lifts the category as Migros trims tray plastic and trials paper soup pots

INDUSTRY PERFORMANCE

Convenience demand lifts a fibre- and plastic-led category
Retailers cut tray plastic and trial paper soup pots
Recycled content and material variety broaden the mix

WHAT'S NEXT?

Fibre, flexible and recycled plastic support balanced growth
Convenience, premiumisation and value reshape pack sizes

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Meals and Soups Packaging in Switzerland - Company Profiles

Packaging Industry in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Recyclable materials and smart sizing drive Swiss food packaging in 2025
Glass leads growth as a closed-loop PET system anchors soft drinks packaging
Alcoholic drinks packaging contracts as glass holds firm and reusable bottles expand

PACKAGING LEGISLATION

Switzerland advances a circular-economy overhaul of packaging law
EU packaging rules influence Swiss policy despite non-membership
Deposit provisions and producer responsibility reshape beverage packaging

RECYCLING AND THE ENVIRONMENT

Closed-loop PET and aluminium recycling anchor a strong circular system
National collection schemes: RecyPac and the RecyBag
Environmental goals fuel fibre-based and recyclable innovation

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