

# Alcoholic Drinks Packaging in Switzerland

October 2022

Table of Contents

## Alcoholic Drinks Packaging in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

On-trade rebounds in 2021, but off-trade performance slows

Kegs back in positive growth territory in 2021 after usage slumped due to on-trade closures in 2020

Metal beverage cans continue seeing strong growth in wine

#### PROSPECTS AND OPPORTUNITIES

Sustainability will continue gaining in importance in alcoholic drinks packaging

Low/non alcohol beer expected to continue developing

## Alcoholic Drinks Packaging in Switzerland - Company Profiles

## Packaging Industry in Switzerland - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Liquid cartons seeing strong growth in milk alternatives

Packaging innovation expected to increase recyclability in beverages

Metal beverage cans continue seeing strong growth in wine

Smaller pack sizes preferred in personal care as mobility returns

Plastic pouches seeing strong growth in automatic dishwashing tablets

### PACKAGING LEGISLATION

No plans to outlaw single-use plastic in Switzerland, except in Geneva

Regulations on labelling of cosmetic products

### RECYCLING AND THE ENVIRONMENT

Businesses urged to recycle or hire recycling organisations to collect waste

Proposal to promote a circular economy passes in Switzerland

Switzerland stockpiling raw materials to manufacture recycled products

Table 1 - Overview of Packaging Recycling and Recovery in Switzerland: 2019/2020 and Targets for 2021

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/alcoholic-drinks-packaging-in-switzerland](http://www.euromonitor.com/alcoholic-drinks-packaging-in-switzerland)

