

Processed Meat and Seafood Packaging in Switzerland

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Processed seafood packaging grows due to shifting consumer dietary preferences

Flexible plastic is the dominant pack type due to its user friendliness

200g pack size grows its share in 2022, due to rising cost-consciousness

PROSPECTS AND OPPORTUNITIES

Folding cartons forecast to grow due to their light weight and durability

Smaller pack sizes such as 160g set to grow as they offer portion control

Processed Meat and Seafood 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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