

# Sweet Spreads Packaging in Switzerland

October 2023

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## Sweet Spreads Packaging in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Jams and preserves packaging grows in 2022 due to shifting consumer preferences

Glass jars increases packaging volumes due to preservation ability

250g and 500g pack sizes preferred, for different reasons

#### PROSPECTS AND OPPORTUNITIES

PET bottles forecast to gain pack type share for honey

Glass unlikely to face any threats to its leadership in sweet spreads packaging

## Sweet Spreads 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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