

Meals and Soups Packaging in Switzerland

October 2023

Table of Contents

Meals and Soups Packaging in Switzerland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pizza packaging witnesses growth in 2022 for convenient at-home consumption

Folding cartons is a leading pack type, as it offers good protection to products

400g pack size is preferred as it offers the ideal quantity

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers set to grow as this is a versatile pack type

600g pack size forecast to grow due to practicality for larger households

Meals and Soups 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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