



# Soft Drinks Packaging in Switzerland

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sustained growth in soft drinks packaging driven by innovation and health trends

Switzerland's commitment to PET recycling and the development of rPET content have set a high standard for sustainable packaging

Innovative packaging solutions propel growth in soft drinks in Switzerland

#### PROSPECTS AND OPPORTUNITIES

Popularity of smaller pack sizes to be driven by health consciousness and on-the-go lifestyles

Evolving competitive landscape to drive packaging innovation in soft drinks in Switzerland

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