



# Alcoholic Drinks Packaging in Switzerland

October 2025

Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Swiss alcoholic drinks packaging declines in 2024, but metal beverage cans seeing strong growth in spirits and wine

Metal beverage cans gain ground in wine as glass bottles hold steadier in beer

Craft trend and sustainability driving packaging innovation in Swiss spirits

#### PROSPECTS AND OPPORTUNITIES

Alcoholic drinks volumes in Switzerland expected to decline amidst economic and category pressures

Glass bottles and small-format cans shaping future packaging choices in Switzerland

### DISCLAIMER

## 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/report](https://www.euromonitor.com/alcoholic-drinks-packaging-in-switzerland/report).