



# Alcoholic Drinks Packaging in Switzerland

October 2025

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## Alcoholic Drinks Packaging in Switzerland - Category analysis

### 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

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#### Alcoholic Drinks Packaging in Switzerland - Company Profiles

#### Packaging Industry in Switzerland - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainable packaging and smart sizing drive Swiss food trends 2024

Sustainability and innovation driving packaging trends in Switzerland's non-alcoholic drinks

Declining alcoholic drinks volumes, but cans on the rise in Switzerland

Sustainable innovation and regulatory momentum transform Swiss beauty and personal care packaging in 2024

Refillable, flexible and sustainable packaging redefine Switzerland's home care market in 2024

Convenience and sustainability driving Swiss dog and cat food packaging trends in 2024

### PACKAGING LEGISLATION

Switzerland prepares for a circular economy overhaul in packaging

Impact of EU Packaging and Packaging Waste Regulation (PPWR) and Swiss response

Deposit Return Schemes and Reverse Vending Systems in Swiss beverage packaging

### RECYCLING AND THE ENVIRONMENT

Strengthening the circular economy through packaging reform

National collection initiatives: RecyPac and RecyBag

Environmental goals fuel packaging innovation

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