



# Confectionery Packaging in Switzerland

September 2025

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## Confectionery Packaging in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Swiss confectionery packaging faces challenges due to health consciousness, cocoa shortages and export barriers

Milk can-shaped tin introduced as a premium packaging innovation for Swiss chocolates

Flexible plastic packaging dominates Swiss confectionery thanks to its convenience and cost-efficiency

#### PROSPECTS AND OPPORTUNITIES

Sugar-free and vegan chocolate product expansion expected to boost Swiss confectionery packaging

E-commerce and gifting trends influence demand patterns in confectionery packaging

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## Confectionery 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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