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International

Processed Meat and Seafood Packaging in Switzerland

July 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the main pack type for chilled processed meat as it offers good protection and is lightweight

Brands use metal food cans for shelf stable seafood for their durability and convenience

Thin wall plastic containers are popular for chilled processed seafood due to their light weight

PROSPECTS AND OPPORTUNITIES

Brands set to use flexible plastic for shelf stable meat due to its durability

Convenience is a major factor why smaller pack sizes will continue to be used for frozen processed seafood

Processed Meat and Seafood Packaging in Switzerland - Company Profiles

Packaging Industry in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall containers dominate cheese packaging for their ability to maintain optimal freshness

Rising health consciousness drives soft drinks packaging towards smaller sizes

The 330ml pack remains the most popular size for beer packaging for its portability and convenience

Blister and strip packs gain share in dental floss due to their convenience and hygienic characteristics

Cost-effectiveness and convenience see flexible plastic dominate laundry detergent packaging

PACKAGING LEGISLATION

Legislation for food and beverage packaging materials

Measures for alcoholic drinks packaging

Updated chemical safety in home care and beauty and personal care packaging

RECYCLING AND THE ENVIRONMENT

Glass packaging gains favour for domestic lager in Switzerland

Squeezable plastic tubes move towards recycled materials in beauty care

Sustainability drives innovation in hot drinks packaging

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