



Euromonitor  
International

# Sweet Spreads Packaging in Switzerland

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Quality perception is a major reason why glass jars are used for chocolate spreads

Usage of PET bottles increases for honey, as it is lightweight and shatter-resistant

Plastic pouches are preferred by brands for jams and preserves, as they are convenient

### PROSPECTS AND OPPORTUNITIES

Packaging volumes of PET jars set to increase in nut and seed based spreads, driven by versatility and convenience

Smaller pack sizes likely to remain popular in chocolate spreads, owing to their affordability and portion control

## Sweet Spreads 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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