



Euromonitor
International

Plant-Based Dairy Packaging in Switzerland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Versatility is a major reason why flexible plastic is used for plant-based cheese

Brick liquid cartons are used for plant-based milk due to their durability

Plant-based yoghurt brands prefer to use thin wall plastic containers as they are recyclable

PROSPECTS AND OPPORTUNITIES

New packaging developments to be launched in plant-based dairy in Switzerland over the forecast period

Larger pack sizes will continue to be preferred in plant-based dairy as they offer better value for money

Plant-Based Dairy 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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