

# Soft Drinks Packaging in Switzerland

April 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Metal beverage cans gaining share but PET bottles still dominate soft drinks packaging

The 500ml pack remains the most popular size, but 250ml and 450ml are gaining share

Plastic pouch packaging in decline due to environmental factors

#### PROSPECTS AND OPPORTUNITIES

PET bottles will continue to lead soft drinks packaging over the forecast period

Sustainability credentials will be a major selling point for local and global brands

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