

Processed Fruit and Vegetables Packaging in Switzerland

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resealability is a major reason why plastic pouches sees growth in packaging volumes in frozen fruit

Versatility is a top factor behind the usage of flexible plastic for frozen processed potatoes

Brands use metal food cans and brick liquid cartons for shelf stable tomatoes for their durability

PROSPECTS AND OPPORTUNITIES

Plastic pouches set to be used extensively for frozen processed vegetables owing to their convenience

Consumers likely to prefer smaller pack sizes in shelf stable fruit in order to reduce food waste

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