



Meals and Soups Packaging in Switzerland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth for convenient and durable pack types in chilled soup

Light weight is a major reason why flexible plastic is preferred for packaging dried ready meals

Brands use folding cartons for food kits as they offer excellent protection to the contents

PROSPECTS AND OPPORTUNITIES

Demand for good preservation set to drive the usage of flexible plastic and folding cartons for frozen pizza

Smaller pack sizes increasingly preferred for prepared salads owing to their convenience and portability

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