



# Confectionery Packaging in Switzerland

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Adaptability is a major reason why flexible plastic is used for countlines

Blister and strip packs are used for gum due to their portability

Flexible plastic and board tubs mainly used for chocolate pouches and bags due to their durability

#### PROSPECTS AND OPPORTUNITIES

Smaller pack sizes of confectionery likely to gain share due to their convenience and the health trend

Cost-effectiveness and protection set to drive the use of flexible plastic and paper for confectionery over the forecast period

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