

Alcoholic Drinks Packaging in Switzerland

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Abstracts

The widespread closure of on-trade outlets in Switzerland during lockdown led to on-trade sales plummeting across all alcoholic drinks in 2020, resulting in a major decline in packaging unit volumes in this year. While some sales shifted into the off-trade channel, notably in beer, in other categories, such as RTDs, there was no visible transfer of consumption between the channels. The off-trade saw a demand spike in 2020, but this was not enough to offset the on-trade losses. In 2021, there wa...

Euromonitor International's Alcoholic Drinks Packaging in Switzerland report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Kegs back in positive growth territory in 2021 after usage slumped due to on-trade closures in 2020

Metal beverage cans continue seeing strong growth in wine

PROSPECTS AND OPPORTUNITIES

Sustainability will continue gaining in importance in alcoholic drinks packaging

Low/non alcohol beer expected to continue developing

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