

# Confectionery Packaging in Switzerland

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## Abstracts

Confectionery packaging recorded declining unit volumes in 2020, with particularly bad performances being seen in most of the chocolate confectionery categories in this year. Sales suffered as impulse and on-the-go consumption was hit by severely reduced mobility, with consumers spending a lot of time at home due to the COVID-19 restrictions. This was adding to confectionery's existing problems, such as consumers turning away from products with a reputation for being high in sugar. Although the...

Euromonitor International's Confectionery 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:** Chocolate Confectionery, Gum, Sugar Confectionery.

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

## Why buy this report?

Get a detailed picture of the Confectionery 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Improved performance for confectionery in 2021 after the decline seen in 2020

Greater demand for convenience boosts stand-up pouch unit volumes in chocolate confectionery

Consumers look to smaller packaging sizes as a portion-control measure

#### PROSPECTS AND OPPORTUNITIES

Moderate growth expected as more consumers turn their backs on confectionery

Sustainability will gain in importance in confectionery packaging

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