

# Hot Drinks Packaging in Switzerland

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## Abstracts

With the tea categories performing well during the pandemic in 2020, this was also benefiting demand for folding cartons and flexible plastic, its two main pack types. Major tea brands such as Lipton, Tetley and Twinings tend to come in folding cartons. The ability of folding cartons to convey a brand message is proving particularly important across hot drinks, but this pack type is being especially used to achieve a standout appeal on shelves in green tea and fruit/herbal tea. This is particula...

Euromonitor International's Hot 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:** Coffee, Other Hot Drinks, Tea.

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

### Why buy this report?

Get a detailed picture of the Hot 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.

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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HOT DRINKS PACKAGING IN SWITZERLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Usage of flexible paper/plastic expected to see strong growth in green tea

Brands focus on launching at-home-friendly packaging for coffee consumption

Manufacturers focus on marketing their packaging as part of a circular economy

PROSPECTS AND OPPORTUNITIES

Innovations are expected to focus on making more recycled plastic safe for drinks

Swiss shift from glass jars to stand-up pouches in instant coffee

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