

Processed Meat and Seafood Packaging in Switzerland

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Abstracts

Due to the impact of the COVID-19 pandemic, not least the imposition of quarantine restrictions, demand for processed meat and seafood increased substantially in Switzerland over the course of 2020. With quarantine restrictions meaning that consumer foodservice was not an option for much of the year, and with consumers spending much of their leisure and work time at home due to fears of contagion, it became common for consumers to prepare most or all of their meals at home. This inevitably l...

Euromonitor International's Processed Meat and Seafood 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: Meat and seafood substitutes inc Tofu, Processed Meat, Processed Seafood.

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

Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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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KEY DATA FINDINGS

2021 DEVELOPMENTS

Unit volumes decline in 2021 after the spike in demand seen in 2020 due to more home cooking

Frozen processed meat and seafood declining in 2021

Meat substitutes continues seeing strong growth, boosting folding carton and flexible plastic unit volumes

PROSPECTS AND OPPORTUNITIES

Double-digit annual growth expected for meat and seafood substitutes, boosting usage of folding cartons and flexible plastic

Flexible packaging will continue to be favoured for its convenience and value

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