

# Tobacco Packaging in Switzerland

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## Abstracts

The smoking ban in public places and the strict tobacco legislation made it much harder and awkward for smokers in 2014. The anti-smoking campaigns run by the government, the medical establishment as well as lobby groups raised awareness of the health risks involved in smoking and also created a social stigma, as nowadays the Swiss regard it as less acceptable to smoke in public places. Smoking linked to premature-ageing too was a strong message for the beauty-conscious youth. Whilst some gave...

Euromonitor International's Tobacco Packaging in Switzerland report offers insight into key trends and developments driving packaging across the category.

**Product coverage:** Cigarettes, Cigars, Smokeless Tobacco, Smoking Tobacco.

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

### Why buy this report?

Get a detailed picture of the Tobacco 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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