



Baby Food Packaging in Switzerland

September 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modern parenting and evolving feeding habits boost baby food packaging in Switzerland
Bio-based stand-up zipper pouches could redefine baby food packaging
Glass jars remain strong in Swiss baby food packaging, with a well-established glass recycling infrastructure

PROSPECTS AND OPPORTUNITIES

Sustained demand for prepared baby food and milk formula to boost packaging growth, especially smaller packs
Flexible pouches will continue seeing dynamic growth in Swiss baby food packaging

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainable packaging and smart sizing drive Swiss food trends 2024
Sustainability and innovation driving packaging trends in Switzerland's non-alcoholic drinks
Declining alcoholic drinks volumes, but cans on the rise in Switzerland
Sustainable innovation and regulatory momentum transform Swiss beauty and personal care packaging in 2024
Refillable, flexible and sustainable packaging redefine Switzerland's home care market in 2024
Convenience and sustainability driving Swiss dog and cat food packaging trends in 2024

PACKAGING LEGISLATION

Switzerland prepares for a circular economy overhaul in packaging
Impact of EU Packaging and Packaging Waste Regulation (PPWR) and Swiss response
Deposit Return Schemes and Reverse Vending Systems in Swiss beverage packaging

RECYCLING AND THE ENVIRONMENT

Strengthening the circular economy through packaging reform
National collection initiatives: RecyPac and RecyBag
Environmental goals fuel packaging innovation

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