



Euromonitor
International

Beauty and Personal Care Packaging in Sweden

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Evolving consumer habits and brand-led innovation shaping beauty and personal care packaging in Sweden in 2024
True Organic and Byredo lead innovation by tapping into sustainable materials like bio-composite caps
HDPE bottles the most popular pack type due their durability and functionality

PROSPECTS AND OPPORTUNITIES

Unit volumes are expected to rise as demand for eco-friendly packaging grows
Glass bottles dominate fragrances packaging due to their luxury appeal and sustainability

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability and practicality driving food packaging trends in Sweden
Sustainability and recycling transforming non-alcoholic drinks packaging in Sweden
Shift to sustainable, lightweight packaging in Sweden's alcoholic drinks market
Eco-friendly and minimalist packaging driving growth in Sweden's beauty and personal care market
Lightweight and refillable formats gaining ground in home care
Bulk packs and treat-sized formats shaping Sweden's pet food trends

PACKAGING LEGISLATION

EU laws driving packaging changes in Sweden
Regulations support move towards sustainability goals but also raise industry costs

RECYCLING AND THE ENVIRONMENT

Consumers and brands unite on recycling and eco-friendly packaging
E-commerce growth sparks packaging redesign for online sales
Deposit Return System strengthens recycling in Sweden
Table 1 - Overview of Packaging Recycling and Recovery in Sweden: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-sweden/report.