



**Euromonitor
International**

Processed Fruit and Vegetables Packaging in Sweden

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes grow as healthy eating and local food demand increase
Saveggy’s edible coating reduces plastic and food waste in fresh produce
Flexible packs with smart features support traceability, freshness and appeal

PROSPECTS AND OPPORTUNITIES

Stable performance with ongoing health focus and innovation in materials
400g likely to emerge as optimal pack size for smaller homes and portion control

DISCLAIMER

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/processed-fruit-and-vegetables-packaging-in-sweden/report.