



Sweet Spreads Packaging in Sweden

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Packaging volumes up with rising demand for indulgent, convenient options
Printzells launches paper-based cup to reduce plastic and enhance eco image
Glass jars remains leading pack type due to premium aesthetic

PROSPECTS AND OPPORTUNITIES

Overall growth supported by premium spreads and sustainable pack innovations
350g flexible packs balance shelf life, usage needs, and eco-conscious trends

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Sweet Spreads Packaging in Sweden - Company Profiles

Packaging Industry in Sweden - Industry Overview

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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