



**Euromonitor
International**

Meals and Soups Packaging in Sweden

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volumes increase as Swedes turn to ready meals and home dining
Soup uses flexible packs for affordability, while ready meals favour trays and cartons
Orkla Foods drives innovation to meet Swedish consumer demand for eco-friendly options

PROSPECTS AND OPPORTUNITIES

Packaging volumes to rise steadily with wider pack type choice and eco materials
300g cartons grow with demand for portion control and reduced packaging waste

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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/meals-and-soups-packaging-in-sweden/report.