



Baby Food Packaging in Sweden

August 2024

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Baby Food Packaging in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baby food sees sustained growth as parents prioritise spending on children
Metal tins gain share in milk formula packaging due to their durability and sustainability
Aluminium/plastic pouches continue growing in other baby food

PROSPECTS AND OPPORTUNITIES

Flexible plastic to gain ground in dried baby food packaging due to its convenience
Shaped liquid cartons to gain share in milk formula as larger sizes become more popular

Baby Food Packaging in Sweden - Company Profiles

Packaging Industry in Sweden - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Folding cartons lead in meals and soups due to sustainability concerns and their low cost
Glass bottles are gaining share in RTD tea due to eco-conscious consumer choices
Metal beverage cans gaining popularity in alcoholic drinks, supported by sustainability trends
Glass bottles are favoured in fragrances for their eco-friendly, premium appeal
Laundry care packaging focuses on eco-friendly innovations

PACKAGING LEGISLATION

Sweden enforces recycling and reduction in single-use plastics

RECYCLING AND THE ENVIRONMENT

Magnus Barefoot IPA beer introduces innovative, sustainable packaging

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