



Euromonitor
International

Packaging Industry in Sweden

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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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