



Beauty and Personal Care Packaging in Sweden

August 2024

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Beauty and Personal Care Packaging in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care remains the biggest beauty and personal care packaging category

Glass bottles dominate fragrances packaging due to their luxury appeal and sustainability

LVMH to use more sustainable packaging in its beauty and personal care products

PROSPECTS AND OPPORTUNITIES

Flexible plastic to lose share in hair care packaging due to environmental concerns

Unilever's toothpaste to come in fully recyclable tubes made from a single type of thin plastic by 2025

Beauty and Personal Care 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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