



Euromonitor  
International

# Processed Meat and Seafood Packaging in Sweden

August 2024

## Processed Meat and Seafood Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic dominates in processed meat and seafood packaging

Other plastic trays recording dynamic growth in shelf stable seafood

Thin wall plastic containers gaining share in chilled processed meat

#### PROSPECTS AND OPPORTUNITIES

Meat and seafood substitutes growth will boost usage of flexible plastic and thin wall plastic containers

Thin wall plastic containers expected to gain share due to their barrier properties

## Processed Meat and Seafood 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-and-seafood-packaging-in-sweden/report](https://www.euromonitor.com/processed-meat-and-seafood-packaging-in-sweden/report).