



Plant-Based Dairy Packaging in Sweden

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The 1,000ml pack size is most popular in plant-based milk

Thin wall plastic containers the main pack type in plant-based cheese, but plastic pouches also growing

Concerns about dairy production drive volume sales of plant-based alternatives

PROSPECTS AND OPPORTUNITIES

Gable top liquid cartons to gain share in milk packaging, boosted by a new product launch

Thin wall plastic containers to gain further ground in plant-based yoghurt, helped by a new product launch

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