



# Plant-Based Dairy Packaging in Sweden

August 2024

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## Plant-Based Dairy Packaging in Sweden - Category analysis

### 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

## Plant-Based Dairy 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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