



Soft Drinks Packaging in Sweden

July 2025

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Soft Drinks Packaging in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Metal beverage cans leads in 2024, while PET bottles gains share

EU packaging regulations drive demand for rPET in PET packaging

Eckes-Granini advances sustainability with reduced packaging weight and snap-on caps

PROSPECTS AND OPPORTUNITIES

Sweden's deposit return system to increase deposit amounts from 2025, boosting recycling and circularity

Further innovative biodegradable and fibre-based packaging solutions likely over the forecast period

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Soft Drinks Packaging in Sweden - Company Profiles

Packaging Industry in Sweden - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainability and practicality driving food packaging trends in Sweden

Sustainability and recycling transforming non-alcoholic drinks packaging in Sweden

Shift to sustainable, lightweight packaging in Sweden's alcoholic drinks market

Eco-friendly and minimalist packaging driving growth in Sweden's beauty and personal care market

Lightweight and refillable formats gaining ground in home care

Bulk packs and treat-sized formats shaping Sweden's pet food trends

PACKAGING LEGISLATION

EU laws driving packaging changes in Sweden

Regulations support move towards sustainability goals but also raise industry costs

RECYCLING AND THE ENVIRONMENT

Consumers and brands unite on recycling and eco-friendly packaging

E-commerce growth sparks packaging redesign for online sales

Deposit Return System strengthens recycling in Sweden

Table 1 - Overview of Packaging Recycling and Recovery in Sweden: 2022/2023 and Targets for 2024

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