



Euromonitor
International

Home Care Packaging in Sweden

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- E-commerce expansion supports growth in home care packaging volumes
- New Skona packaging cuts virgin plastic use and supports EU compliance
- Swedish consumers prefer convenience and value in their pack types and sizes

PROSPECTS AND OPPORTUNITIES

- Urbanisation and household shifts expected to influence diversification of pack types
- Folding cartons expected to gain traction as a versatile alternative to plastic packaging

DISCLAIMER

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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