



Euromonitor
International

Baby Food Packaging in Sweden

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginal volume dip driven by lower birth rates and home-made food preferences
Alex & Phil launches bio-based and paperboard packs for greener options
100g and 120g packs rise as parents seek portable and portion-sized solutions

PROSPECTS AND OPPORTUNITIES

Packaging growth expected as premium, organic, and eco offerings expand
Flexible packaging to strengthen dominance as pack type over forecast period

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-food-packaging-in-sweden/report.