



**Euromonitor
International**

Hot Drinks Packaging in Sweden

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hot drinks packaging volumes rise in 2024, with flexible packaging leading the way
Specialised coated paper introduced to enhance the quality of coffee packaging
Swedish brands adopt lightweighting strategies to meet carbon neutrality goals

PROSPECTS AND OPPORTUNITIES

Sustainability in hot drinks packaging exemplified by Swedish coffee innovator
Reusable packaging set to grow over the forecast period, supported by new regulations and business opportunities

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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

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