

# Home Care Packaging in Sweden

May 2023

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## Home Care Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Packaging innovations popular in dishwashing  
Eco-friendly packaging gaining momentum in laundry care  
Top brands investing in sustainability

#### PROSPECTS AND OPPORTUNITIES

Plastic pouches to gain share due to a preference for refill packaging  
PET bottles to gain share in surface care over the forecast period

## Home Care Packaging in Sweden - Company Profiles

## Packaging Industry in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Flexible plastic remained popular for processed meat and seafood packaging  
Coca-Cola trials refillable packaging in Sweden  
Small packs of RTDs most popular among consumers in 2022  
HDPE bottles the most popular pack type in beauty and personal care  
Sustainability trend gaining momentum in Sweden's home care industry

### PACKAGING LEGISLATION

Sweden introduces a comprehensive plan to address plastic waste in 2022

### RECYCLING AND THE ENVIRONMENT

Amcor and Löffbergs launch a sustainable coffee pouch in Sweden

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