

# Baby Food Packaging in Sweden

October 2023

Table of Contents

## Baby Food Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Baby food sees sustained growth as parents prioritise spending on children  
Convenience trend drives a shift to aluminium/plastic packaging  
Government's promotion of breastfeeding contributes to decline for milk formula

#### PROSPECTS AND OPPORTUNITIES

Shaped liquid cartons set to gain share in milk formula as larger sizes become more popular  
100g and 120g pack sizes to benefit from the shift to aluminium/plastic pouches

## Baby Food 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

## 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/baby-food-packaging-in-sweden/report](http://www.euromonitor.com/baby-food-packaging-in-sweden/report).