

# Confectionery Packaging in Sweden

October 2023

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## Confectionery Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Decline in sugar confectionery drives down overall packaging volumes

Flexible plastic and folding cartons dominate confectionery packaging

Pack sizes of 100g or less dominate

#### PROSPECTS AND OPPORTUNITIES

Flexible paper to gain share in chocolate confectionery packaging

Sustainability concerns set to drive packaging innovation over the forecast period

## Confectionery 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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