



# Sweet Spreads Packaging in Sweden

October 2023

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### KEY DATA FINDINGS

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Sweet spreads maintains growth due to continued consumption at home

Glass jars remains the dominant pack type in sweet spreads

Mid-sized packs are the most popular

#### PROSPECTS AND OPPORTUNITIES

Premiumisation will prompt players to print claims on packaging

PET bottles set to gain pack type share in sweet spreads

## Sweet Spreads Packaging in Sweden - Company Profiles

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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

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Amcor and Löffbergs launch a sustainable coffee pouch in Sweden

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