



# Alcoholic Drinks Packaging in Sweden

October 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Health trends and policies drive packaging shift in Sweden  
Shift toward metal cans in Sweden's alcoholic drinks packaging  
Sustainability fuels Sweden's packaging innovation in alcoholic drinks

### PROSPECTS AND OPPORTUNITIES

Rising demand for innovative packaging with premiumisation and e-commerce growth  
Multipacks and pricing policies shaping future formats

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