



Alcoholic Drinks Packaging in Sweden

October 2025

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Alcoholic Drinks Packaging in Sweden - Category analysis

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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Alcoholic Drinks Packaging in Sweden - Company Profiles

Packaging Industry in Sweden - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability and practicality driving food packaging trends in Sweden
Sustainability and recycling transforming non-alcoholic drinks packaging in Sweden
Shift to sustainable, lightweight packaging in Sweden's alcoholic drinks market
Eco-friendly and minimalist packaging driving growth in Sweden's beauty and personal care market
Lightweight and refillable formats gaining ground in home care
Bulk packs and treat-sized formats shaping Sweden's pet food trends

PACKAGING LEGISLATION

EU laws driving packaging changes in Sweden
Regulations support move towards sustainability goals but also raise industry costs

RECYCLING AND THE ENVIRONMENT

Consumers and brands unite on recycling and eco-friendly packaging
E-commerce growth sparks packaging redesign for online sales
Deposit Return System strengthens recycling in Sweden
Table 1 - Overview of Packaging Recycling and Recovery in Sweden: 2022/2023 and Targets for 2024

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