



# Home Care Packaging in Sweden

July 2024

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## Home Care Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sustainability concerns driving innovation in laundry care packaging

PET bottles gaining share in toilet liquids/foam

Leading players investing in sustainability

#### PROSPECTS AND OPPORTUNITIES

Folding cartons expected to continue gaining share in liquid air fresheners

Laundry sheets emerging as a pivotal force for sustainability

## Home Care Packaging in Sweden - Company Profiles

## Packaging Industry in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Folding cartons lead in meals and soups due to sustainability concerns and their low cost

Glass bottles are gaining share in RTD tea due to eco-conscious consumer choices

Metal beverage cans gaining popularity in alcoholic drinks, supported by sustainability trends

Glass bottles are favoured in fragrances for their eco-friendly, premium appeal

Laundry care packaging focuses on eco-friendly innovations

### PACKAGING LEGISLATION

Sweden enforces recycling and reduction in single-use plastics

### RECYCLING AND THE ENVIRONMENT

Magnus Barefoot IPA beer introduces innovative, sustainable packaging

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