



# Home Care Packaging in Sweden

October 2025

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## Home Care Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

E-commerce expansion supports growth in home care packaging volumes  
New Skona packaging cuts virgin plastic use and supports EU compliance  
Swedish consumers prefer convenience and value in their pack types and sizes

#### PROSPECTS AND OPPORTUNITIES

Urbanisation and household shifts expected to influence diversification of pack types  
Folding cartons expected to gain traction as a versatile alternative to plastic packaging

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## Home Care 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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