



Euromonitor
International

Baby Food Packaging in Sweden

September 2025

Table of Contents

Baby Food Packaging in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginal volume dip driven by lower birth rates and home-made food preferences

Alex & Phil launches bio-based and paperboard packs for greener options

100g and 120g packs rise as parents seek portable and portion-sized solutions

PROSPECTS AND OPPORTUNITIES

Packaging growth expected as premium, organic, and eco offerings expand

Flexible packaging to strengthen dominance as pack type over forecast period

DISCLAIMER

Baby Food 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

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-food-packaging-in-sweden/report.