

# Baby Food Packaging in Sweden

September 2025

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#### **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**

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