



Dairy Packaging in Sweden

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Swedish dairy packaging rebounds in line with overall dairy industry trends
Skånemejerier introduces mono-material cheese packaging to simplify recycling
Swedish dairy brands evolve to meet eco-conscious demand

PROSPECTS AND OPPORTUNITIES

Dairy packaging volumes to benefit from consistent demand by local consumers
Smaller sizes and sustainable packaging likely to gain on value and lifestyle fit

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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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