



Beauty and Personal Care Packaging in Sweden

October 2025

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Beauty and Personal Care Packaging in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Evolving consumer habits and brand-led innovation shaping beauty and personal care packaging in Sweden in 2024

True Organic and Byredo lead innovation by tapping into sustainable materials like bio-composite caps

HDPE bottles the most popular pack type due their durability and functionality

PROSPECTS AND OPPORTUNITIES

Unit volumes are expected to rise as demand for eco-friendly packaging grows

Glass bottles dominate fragrances packaging due to their luxury appeal and sustainability

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Beauty and Personal 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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