



# Processed Meat and Seafood Packaging in Sweden

September 2025

## Processed Meat and Seafood Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Volume declines amid flexitarian diets, price pressure, and sustainability concerns

Mondi and Scan introduce recyclable WalletPack to meet 2025 green targets

Vacuum and skin packs gain as brands balance freshness, cost, and regulations

#### PROSPECTS AND OPPORTUNITIES

Stable growth driven by ready-to-eat options and improved eco packaging

200g set to remain leading pack size despite changing habits and demand for portion control

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## Processed Meat and Seafood 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-and-seafood-packaging-in-sweden/report](http://www.euromonitor.com/processed-meat-and-seafood-packaging-in-sweden/report).