



# Processed Meat and Seafood Packaging in Sweden

September 2025

### 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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