



# Sweet Spreads Packaging in Sweden

September 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Packaging volumes up with rising demand for indulgent, convenient options  
Printzells launches paper-based cup to reduce plastic and enhance eco image  
Glass jars remains leading pack type due to premium aesthetic

### PROSPECTS AND OPPORTUNITIES

Overall growth supported by premium spreads and sustainable pack innovations  
350g flexible packs balance shelf life, usage needs, and eco-conscious trends

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## Sweet Spreads 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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