



# Beauty and Personal Care Packaging in Sweden

July 2023

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## Beauty and Personal Care Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Skin care packaging the biggest beauty and personal care category

HDPE bottles the most popular pack type in Swedish beauty and personal care packaging

LVMH to use more sustainable packaging in its beauty and personal care products

#### PROSPECTS AND OPPORTUNITIES

Unilever's toothpaste to come in fully recyclable tubes made from a single type of thin plastic by 2025

The 300ml pack size is expected to grow in bath and shower products in Sweden over the forecast period

## Beauty and Personal Care Packaging in Sweden - Company Profiles

## Packaging Industry in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic remained popular for processed meat and seafood packaging

Coca-Cola trials refillable packaging in Sweden

Small packs of RTDs most popular among consumers in 2022

HDPE bottles the most popular pack type in beauty and personal care

Sustainability trend gaining momentum in Sweden's home care industry

### PACKAGING LEGISLATION

Sweden introduces a comprehensive plan to address plastic waste in 2022

### RECYCLING AND THE ENVIRONMENT

Amcor and Löffbergs launch a sustainable coffee pouch in Sweden

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