



Home Care Packaging in Sweden

September 2026

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Swedish home care packaging edges up in 2025 as refill pouches and high recycling rates reshape the mix

INDUSTRY PERFORMANCE

Rigid plastic dominates as PET and HDPE bottles anchor dishwashing, laundry and surface care

Flexible packaging grows fastest as detergent and cleaner refill pouches gain share

Reformed producer responsibility and the EU PPWR set the structural agenda

WHAT'S NEXT?

Broadly flat volumes to 2030 as lightweighting offsets modest demand growth

Recycled content, mono-material design and refills define the priority opportunities

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