

Baby Food Packaging in Sweden

October 2023

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Baby Food Packaging in Sweden - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Baby food sees sustained growth as parents prioritise spending on children
Convenience trend drives a shift to aluminium/plastic packaging
Government's promotion of breastfeeding contributes to decline for milk formula

PROSPECTS AND OPPORTUNITIES

Shaped liquid cartons set to gain share in milk formula as larger sizes become more popular
100g and 120g pack sizes to benefit from the shift to aluminium/plastic pouches

Baby Food 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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