

Ready Meals Packaging in Sweden

August 2022

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Ready Meals Packaging in Sweden - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Dinner mixes continues to see dynamic growth in 2021

Shelf stable ready meals continues losing ground to frozen and chilled offerings

Frozen and chilled ready meals growth slows in 2021 following the year-earlier spike

PROSPECTS AND OPPORTUNITIES

Further decline expected for metal food cans in shelf stable ready meals

Manufacturers look to transition to 100% recyclable packaging

Ready Meals Packaging in Sweden - Company Profiles

Packaging Industry in Sweden - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Growing popularity of plant-based and vegan diets benefit flexible plastic and gable top liquid cartons

Rising consumer disposable incomes drive volume sales of metal beverage cans

Convenience and easy recyclability make metal beverage cans a preferred choice for alcoholic drinks packaging

Demand for liquid soap remains high as substitutes to hand sanitisers as the pandemic eases in 2021

Declining sales for HDPE bottles in dishwashing products due to less home cooking in 2021

PACKAGING LEGISLATION

The Environmental Protection Agency highlights new regulations for producers operating in the Swedish market

European Commission directive to reduce single-use plastic waste

EU to ban PFAs in the packaging of food substances and tableware

RECYCLING AND THE ENVIRONMENT

Swedish Plastic Recycling invests SEK1 billion to open Site Zero packaging facility

Supermarket chain Coop partners with Bower to boost recycling levels of its private label lines

IKEA to eliminate plastic from its consumer products by 2028

Table 1 - Overview of Packaging Recycling and Recovery in Sweden: 2019/2020 and Targets for 2021

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