

# Processed Meat and Seafood Packaging in Sweden

October 2023

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## Processed Meat and Seafood Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Volume sales decline due to post-pandemic normalisation

Flexible plastic dominates, taking share from metal food cans

Processed meat manufacturers look to more sustainable packaging to satisfy environmentally-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers set to gain share due to barrier properties

Meat and seafood substitutes to see dynamism, driving growth for thin wall plastic containers

## Processed Meat and Seafood 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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