



Sweet Spreads Packaging in Sweden

September 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cost and health pressures result in falling demand

INDUSTRY PERFORMANCE

A glass-dominated category contracts amid rising cost and health concerns

Recycled glass and squeezable formats define brand activity

Thin wall tubs and paper formats stretch the mix

WHAT'S NEXT?

Steady growth predicted as recycled glass and lighter formats advance

Convenience, portioning and sustainability define the next phase

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