



Meals and Soups Packaging in Sweden

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-conscious convenience lifts a fibre-led category

INDUSTRY PERFORMANCE

Demand for convenience lifts a fibre- and plastic-led category

Recycled-content trays and a soup format revival

Fibre trays and pouches round out the mix

WHAT'S NEXT?

Rigid plastic and fibre lead balanced growth

Convenience, premiumisation and value reshape pack sizes

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