

Beauty and Personal Care Packaging in Sweden

July 2023

Table of Contents

Beauty and Personal Care Packaging in Sweden - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Skin care packaging the biggest beauty and personal care category

HDPE bottles the most popular pack type in Swedish beauty and personal care packaging

LVMH to use more sustainable packaging in its beauty and personal care products

PROSPECTS AND OPPORTUNITIES

Unilever's toothpaste to come in fully recyclable tubes made from a single type of thin plastic by 2025

The 300ml pack size is expected to grow in bath and shower products in Sweden over the forecast period

Beauty and Personal Care 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-sweden/report.