

# Sweet Spreads Packaging in Sweden

October 2023

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## Sweet Spreads Packaging in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sweet spreads maintains growth due to continued consumption at home

Glass jars remains the dominant pack type in sweet spreads

Mid-sized packs are the most popular

#### PROSPECTS AND OPPORTUNITIES

Premiumisation will prompt players to print claims on packaging

PET bottles set to gain pack type share in sweet spreads

## Sweet Spreads Packaging in Sweden - Company Profiles

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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

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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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