

## **Baby Food Packaging in Sweden**

Market Direction | 2023-10-25 | 8 pages | Euromonitor

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### **Report description:**

Total packaging volumes in baby food saw slow and stable growth in Sweden over 2020-2022, with the pandemic and associated economic uncertainties having little impact on the category. Swedish parents consider their children's nutrition to be a priority in their purchasing decisions, and prioritise the needs of their children over their own. As such, they continued to purchase baby food. In particular, prepared baby food and other baby food saw growth in packaging volumes throughout the pandemic,...

Euromonitor International's Baby Food Packaging in Sweden report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Baby Food Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Baby food sees sustained growth as parents prioritise spending on children

Convenience trend drives a shift to aluminium/plastic packaging

Government's promotion of breastfeeding contributes to decline for milk formula

**PROSPECTS AND OPPORTUNITIES**

Shaped liquid cartons set to gain share in milk formula as larger sizes become more popular

100g and 120g pack sizes to benefit from the shift to aluminium/plastic pouches

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