

# Beauty and Personal Care Packaging in Sweden

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## Abstracts

Skin care packaging in Sweden continued to record positive growth in 2022 not just due to the demand for these products among the local population but also as a result of its emphasis on sustainable packaging materials, minimalist designs and a commitment to natural and organic ingredients reflected in the packaging aesthetics. Brand owners have started to incorporate innovative features that enhance the user experience and storytelling to establish an emotional connection with consumers. For ex...

Euromonitor International's Beauty and Personal Care Packaging in Sweden report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

Why buy this report?

Get a detailed picture of the Beauty and Personal Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Beauty and Personal Care Packaging in Sweden  
Euromonitor International  
February 2024

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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

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