

# Processed Meat and Seafood Packaging in Sweden

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## Abstracts

Demand for meat substitutes expanded rapidly in Sweden throughout the review period, and it remained the top performer in processed meat and seafood packaging in terms of the rate of growth in packaging units in 2021. This is being driven by the growing popularity of vegan and plant-based diets, particularly among younger consumers, due to a host of factors, ranging from environmentalism and animal welfare to health and wellness. This benefitted the packaging unit volumes of pack types used for...

Euromonitor International's Processed Meat and Seafood 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:** Meat and seafood substitutes inc Tofu, Processed Meat, Processed Seafood.

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

### Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Increased demand for meat substitutes drives growth in demand for flexible plastic

Chilled processed meat packaging unit volumes decline slightly in 2021

Processed meat manufacturers look to more sustainable packaging to satisfy environmentally-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Sustainability will continue to grow in importance, driving a shift from single-use plastics

Metal will lose ground to lighter and more convenient thin wall plastic containers and plastic trays

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