

Home Care Packaging in Sweden

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainability concerns driving innovation in laundry care packaging PET bottles gaining share in toilet liquids/foam

Leading players investing in sustainability

PROSPECTS AND OPPORTUNITIES

Folding cartons expected to continue gaining share in liquid air fresheners Laundry sheets emerging as a pivotal force for sustainability

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 country-specific local insight and comprehensive data, unavailable elsewhere.

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