

F. Country Profile: Sweden

Market Overview:

Description

The Swedish industry buys packaging material of SEK 8.8 billion (CAD 1.9 billion) annually. The largest consumer is the food processing industry which accounts for more than half of total packaging material consumption. The average Swedish manufacturer spends 1.5% of annual sales on packaging material. Over the last 20 years this figure has remained constant. Plastics are expected to increase their share of total packaging material during the 1990's at the expense of other materials. For the last 30 years, paper and board have kept a market share of around 50%. Plastics have increased from 9 to 24% at the expense of wood (-14%), metal (-5%) and glass (-3%). The table below shows the market for different packaging material in Sweden in 1987.

	Production MSEK	+Imports MSEK	-Exports MSEK	= Market MSEK %
Paper/Board	5,029	407	841	4,595 52
Plastics	1,915	850	635	2,130 24
Glass	343	71	47	367 4
Metal	1,497	312	451	1,458 15
Wood/textile	489	60	84	465 5
TOTAL	9,273	1,700	2,058	8,915 100

Size of Market

This information is currently unavailable for packaging equipment.

MAJOR BUYERS:

Major Local Buyers

Major local buyers include the food processing, chemical, pulp and paper, mechanical and metal-working industries. In terms of packaging materials (not equipment) these sectors account for 90% of total consumption. In 1977 and 1987 costs for packaging material in the food processing industry were 5.8% of annual sales. The major subsector in this industry is dairy products. Liquid products such as beer, mineral water, milk, juice, wine, oil, etc., account for approximately half of packaging consumption.

Top 5 Food Processing Companies

Provendor AB
Arla Ekonomisk Forening
Cerealia AB
Svenska Tobaks AB

Top 5 Chemical Industries

Nobel Industries Sverige AB
AGA AB
Skane-Gripen AB
Casconoble AB

Top 5 Pulp & Paper Industries

Stora Kopparbergs AB
Svenska Celluslosa
Holmens Bruk
Industriforvaltnings AB Kinnevik
Mo och Domsjo AB

Top 5 Mechanical and Metal-working Industries

Volvo
AB Electrolux
ASEA AB
Saab-Scania
Ericsson