

Meals and Soups Packaging in the Netherlands

October 2023

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Meals and Soups Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stagnant performance by meals and soups packaging due to a shift in dietary habits

Demand for paper-based containers continues to grow in line with demand for sustainable packaging solutions

200g and 400g pack sizes lead, offering better portion control and competitive prices

PROSPECTS AND OPPORTUNITIES

Flexible plastic set to gain pack type share due to practicality

Sustainable packaging grows as consumers appreciate eco-friendly packaging solutions

Meals and Soups Packaging in the Netherlands - Company Profiles

Packaging Industry in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Large pack sizes dominate in dairy and plant-based dairy packaging

Sustainability remains a key topic in soft drinks packaging

Royal Grolsch introduces new cardboard packaging for its multipacks.

HDPE bottles are the main pack type in beauty and personal care products in 2022

Plastic pouches continue gaining share in dishwashing in 2022

PACKAGING LEGISLATION

The Netherlands introduces new restrictions on disposable plastic cups and containers

RECYCLING AND THE ENVIRONMENT

New plastic waste guide aims for 100% circular packaging by 2050

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