

Beauty and Personal Care Packaging in the Netherlands

July 2023

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Beauty and Personal Care Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Eye make-up packaging benefits from shifting beauty trends in 2022

Brands start to offer returnable and refillable packaged products to Dutch consumers

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

PROSPECTS AND OPPORTUNITIES

Lavido to use sugarcane-based packaging for its bath and shower products
Sustainable products and packaging a growing focus among Dutch consumers

Beauty and Personal Care Packaging in the Netherlands - Company Profiles

Packaging Industry in the Netherlands - Industry Overview

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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

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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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