

Home Care Packaging in the Netherlands

May 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Plastic pouches continue gaining share in dishwashing in 2022

Procter & Gamble launches Lenor Fresh liquid fabric conditioner in a paper-based bottle

Packaging unit volumes in surface care in 2022 remain above pre-pandemic levels

PROSPECTS AND OPPORTUNITIES

Environmental concerns to encourage usage of alternatives to virgin-plastic packaging

Growth in e-commerce likely to boost sales of larger pack sizes in home care

Home Care 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-packaging-in-the-netherlands/report.