

Ready Meals Packaging in the Netherlands

July 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Dinner mixes still sees heightened demand in 2021, even after the explosive growth recorded in 2020

The sustainability trend boosts growth for paper-based containers

PET offers a transparent packaging solution for differentiation in prepared salads

PROSPECTS AND OPPORTUNITIES

Further growth expected for dinner mixes, boosting folding cartons and flexible plastic usage

Sustainable packaging grows as consumers appreciate eco-friendly packaging solutions

Ready Meals Packaging in the Netherlands - Company Profiles

Packaging Industry in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Sustainability and convenience drives food packaging

Metal beverage cans are gaining share in alcoholic drinks packaging

Non-alcoholic drinks seeing a shift towards more effective pack types

Eco-friendly packaging with a longer life is the focus of the beauty industry

Post-pandemic changes influence home care packaging

PACKAGING LEGISLATION

Netherlands introduces EU's Plastic Tax

Dutch authorities implement a deposit on small plastic bottles

RECYCLING AND THE ENVIRONMENT

Circular Economy slated for packaging in the Netherlands by 2050

Netherlands setting recycling goals

Table 1 - Overview of Packaging Recycling and Recovery in the Netherlands: 2019/2020 and Targets for 2021

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