

# Sweet Spreads Packaging in the Netherlands

October 2023

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## Sweet Spreads Packaging in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Stagnation for sweet spreads packaging in 2022 due to changing dietary habits

Glass jars is leading pack type, perceived as offering product protection

350g is the preferred pack size as it is considered more economical

#### PROSPECTS AND OPPORTUNITIES

PET bottles set to gain pack type share due to their convenience

Strong growth for smaller pack sizes as they offer better portion control

## Sweet Spreads 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-packaging-in-the-netherlands/report](https://www.euromonitor.com/sweet-spreads-packaging-in-the-netherlands/report).