

Baby Food Packaging in the Netherlands

October 2023

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Baby Food Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Milk formula packaging grows in 2022 as Dutch parents seek convenience

Folding cartons remains leading pack type due to versatility and recyclable properties

Plastic pouches continue to gain share from glass jars in prepared baby food packaging

PROSPECTS AND OPPORTUNITIES

Predicted growth for metal tins to be driven by durable and eco-friendly properties

1,000ml pack size set to gain share as it is considered more cost-effective

Baby Food 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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