



**Euromonitor
International**

Beauty and Personal Care Packaging in the Netherlands

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dutch beauty and personal care packaging holds steady in 2025 as refill leadership and EU packaging rules reshape the format mix

INDUSTRY PERFORMANCE

Rigid plastic anchors a mature market as skin care and personal care demand steady volumes

Metal aerosols and tubes grow fastest as refillable premium formats gain share

Dutch producer responsibility and the new EU packaging regulation intensify the sustainability agenda

WHAT'S NEXT?

Marginal growth to 2030 led by metal, premiumisation and recyclable formats

Refillable systems, recycled content and mono-material design define the priority opportunities

COUNTRY REPORTS DISCLAIMER

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