

Confectionery Packaging in the Netherlands

October 2023

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Confectionery Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Chocolate confectionery packaging continues to record positive performance in 2022
Flexible plastic is leading pack type as a versatile and sustainable material
200g confectionery pack sizes considered more cost-effective for chocolate consumers

PROSPECTS AND OPPORTUNITIES

Folding cartons set to gain pack type share due to recycling properties
100g pack size to remain leading pack size as it offers moderation

Confectionery 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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