

# Dairy Packaging in the Netherlands

October 2023

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## Dairy Packaging in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Low growth for shelf stable milk packaging due to changing consumer preferences

Gable top liquid cartons remains popular pack type in drinking milk products

1,000ml is the preferred pack size due to convenience for home consumption

#### PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers set to regain growth momentum due to affordability

Smaller pack sizes to gain share of dairy packaging due to rising on-the-go consumption occasions

## Dairy 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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