

# Home Care Packaging in the Netherlands

May 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Plastic pouches continue gaining share in dishwashing in 2022

Procter & Gamble launches Lenor Fresh liquid fabric conditioner in a paper-based bottle

Packaging unit volumes in surface care in 2022 remain above pre-pandemic levels

### PROSPECTS AND OPPORTUNITIES

Environmental concerns to encourage usage of alternatives to virgin-plastic packaging

Growth in e-commerce likely to boost sales of larger pack sizes in home care

## Home Care 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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