

# Processed Fruit and Vegetables Packaging in the Netherlands

October 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Shelf stable fruit packaging grows, driven by convenience and longer shelf life

Flexible plastic is leading pack type overall due to its preserving properties

400g remains preferred pack size due to its versatility

### PROSPECTS AND OPPORTUNITIES

Plastic pouches set to gain further share as pack type due to user-friendly properties

200g pack size predicted to grow in line with demand for portion control

## Processed Fruit and Vegetables 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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