

# Processed Meat and Seafood Packaging in the Netherlands

October 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Tofu packaging grows in 2022 as consumers become increasingly health-conscious

Flexible plastic is leading pack type overall due to its greater versatility

200g is the preferred pack size as it is considered affordable and convenient

### PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers set for stronger growth as cost-effective packaging

Smaller pack sizes set to gain share due to increasing popularity of single-serve options

## Processed Meat and Seafood 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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