



**Euromonitor
International**

Plant-Based Dairy Packaging in the Netherlands

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Renewable cartons hold a maturing aisle as growth flattens and Alpro trims pack sizes

INDUSTRY PERFORMANCE

A carton-led category settles into maturity

Alpro keeps the carton at the centre of the aisle

Rigid plastic holds the chilled premium position

WHAT'S NEXT?

Steady growth led by chilled rigid plastic and resilient cartons

Smaller sizes and material innovation broaden the opportunity

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