



Beauty and Personal Care Packaging in the Netherlands

October 2025

Beauty and Personal Care Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainability and e-commerce help drive positive growth in Dutch beauty and personal care packaging

Packaging innovation shifts towards sustainable convenience

Dutch plastic regulations reshape packaging strategies

PROSPECTS AND OPPORTUNITIES

Regulatory and consumer pressures impacting trends in beauty and personal care packaging

Supply chain pressures driving strategic transformation

DISCLAIMER

Beauty and Personal Care Packaging in the Netherlands - Company Profiles

Packaging Industry in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Sustainability and portion control shape 2024 food packaging trends

Regulatory push and sustainability drive growth of paper cartons and rPET bottles in non-alcoholic drinks packaging

Metal cans gain share from glass bottles in alcoholic drinks packaging

Sustainable and low-waste packaging leads beauty and personal care innovation

Refill packs and recyclable materials drive the home care packaging market

Folding cartons and larger value packs gain share in pet care packaging

PACKAGING LEGISLATION

Mandatory attached caps on single-use plastic bottles

Ban on disposable plastic cups and food packaging

Expansion of deposit return scheme (DRS) and reverse vending systems (RVS) in the Netherlands

RECYCLING AND THE ENVIRONMENT

Verpact's quality-linked recycling agreements

Dutch government invests in recycling initiatives

Table 1 - Overview of Packaging Recycling and Recovery in the Netherlands: 2022/2023 and Targets for 2024

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-the-netherlands/report.