



Euromonitor  
International

# Confectionery Packaging in the Netherlands

September 2025

Table of Contents

## Confectionery Packaging in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Confectionery packaging volumes decline amidst health and portion control trends

Confectionery packaging evolves with plantable wrappers and digital-first designs

Smaller pack sizes in confectionery are popular due to changing lifestyles

#### PROSPECTS AND OPPORTUNITIES

Shift to portion control likely to drive down packaging volumes

Flexible packaging and 100g packs to remain popular as consumers seek value and convenience

### DISCLAIMER

## Confectionery 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/confectionery-packaging-in-the-netherlands/report](http://www.euromonitor.com/confectionery-packaging-in-the-netherlands/report).