



**Euromonitor  
International**

# Confectionery Packaging in the Netherlands

September 2025

Table of Contents

### 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

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