



**Euromonitor
International**

Processed Meat and Seafood Packaging in the Netherlands

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Livestock reduction schemes shrink meat packaging demand in 2024
Bond Seafood enhances packaging with APET trays and CurvCode watermarks
100g pack size and flexible pack types drive packaging trends in category

PROSPECTS AND OPPORTUNITIES

Steady volume growth expected after recent Dutch manufacturing industry crisis
Smaller pack sizes likely to gain popularity as consumers demand greater convenience and portability

DISCLAIMER

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

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