



**Euromonitor  
International**

# Processed Meat and Seafood Packaging in the Netherlands

September 2025

### 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

## 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/processed-meat-and-seafood-packaging-in-the-netherlands/report](https://www.euromonitor.com/processed-meat-and-seafood-packaging-in-the-netherlands/report).