



# Processed Meat and Seafood Packaging in the Netherlands

September 2025

## Processed Meat and Seafood Packaging in the Netherlands - Category analysis

### 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

#### Processed Meat and Seafood 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

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