



Sweet Spreads Packaging in the Netherlands

September 2025

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Sweet Spreads Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduced demand for chocolate spreads leads to overall drop in packaging volumes

Sweet spreads packaging shifts to paper-based pack types amid sustainability push

Glass jars and mid-sized packs hold strong despite rising demand for portability and portion control

PROSPECTS AND OPPORTUNITIES

Plant-based and low-sugar spreads may revive Dutch packaging demand

PET jars set to gain ground as glass loses share amid consumer pressure

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Sweet Spreads 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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