



**Euromonitor  
International**

# Meals and Soups Packaging in the Netherlands

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Liquid cartons and PET bottles gain popularity due to ease of use, especially for soup  
Eco-friendly materials gain ground as ready meals packaging adapts to at-home dining trends  
Unilever launches recyclable pack for Colman’s in 2024 to meet sustainability targets

PROSPECTS AND OPPORTUNITIES

Meals and soups packaging volumes set to grow due to urban lifestyles  
Packaging likely to adopt smaller sizes to align with changing household needs

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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/meals-and-soups-packaging-in-the-netherlands/report](http://www.euromonitor.com/meals-and-soups-packaging-in-the-netherlands/report).