



Meals and Soups Packaging in the Netherlands

September 2025

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Meals and Soups Packaging in the Netherlands - Category analysis

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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Meals and Soups 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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