



Alcoholic Drinks Packaging in the Netherlands

October 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles retains popularity as non alcoholic wine packaging due to shifting consumer preferences
Metal beverage cans in 250ml pack size gain share in RTDs due to convenience for on-the-go consumption
Recycled multipacks introduced by leading brand in lager for sustainability

PROSPECTS AND OPPORTUNITIES

Metal bottles as packaging for liqueurs likely to gain attention following product launch by leading brand
Metal beverage cans set to gain share in lager due to new product launches

Alcoholic Drinks Packaging in the Netherlands - Company Profiles

Packaging Industry in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Grolsch introduces recycled crates in its latest sustainability move
Metal aerosol cans gaining share in deodorant sprays due to brands moving towards sustainability
Metal beverage cans gaining share in carbonates due to their durability and sustainability
Folding cartons gaining share in liquid tablet detergents due to Ariel's new product launch
Small pack sizes expected to grow in processed meat and seafood

PACKAGING LEGISLATION

Introduction of PPWR is leading to brands innovating with their packaging
Regulations imposed on plastic packaging as a move towards a sustainable future

RECYCLING AND THE ENVIRONMENT

Collapsible metal tubes expected to gain share as a sustainable alternative
Glass jars to gain share in candle air fresheners as brands focus on waste reduction
Paper-based containers seeing growth due to stringent laws and environmental awareness
Table 1 - Overview of Packaging Recycling and Recovery in the Netherlands: 2021/2022 and Targets for 2023

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