



# Packaging Industry in the Netherlands

November 2024

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### 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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