



Euromonitor
International

Beauty and Personal Care Packaging in the Netherlands

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles are the main pack type in beauty and personal care products in 2023

Metal aerosol cans gain further share in deodorant sprays due to brands moving towards sustainability

Toothpaste sees the launch of sustainably packaged products

PROSPECTS AND OPPORTUNITIES

Collapsible metal tubes to gain share in toothpaste as brands move towards sustainability

Glass bottles will continue to dominate fragrances packaging, helped by new brand launches

Beauty and Personal Care 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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