



Confectionery Packaging in the Netherlands

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising cost of living and changing consumer habits affect sales of confectionery

Use of plastic pouches increases due to cost-effectiveness

The largest pack sizes grow in chocolate confectionery, due to their practicality and value

PROSPECTS AND OPPORTUNITIES

More sustainable packaging options set to grow in chocolate confectionery

Small pack sizes set to maintain dominance due to convenience

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