



Processed Fruit and Vegetables Packaging in the Netherlands

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Use of thin wall plastic containers increases for frozen processed vegetables

400g is the leading pack size due to convenience

Folding cartons remains dominant in frozen fruit packaging, but flexible plastic sees growth

PROSPECTS AND OPPORTUNITIES

Plastic pouches set to grow in shelf stable beans amidst protein transition

Small pack sizes predicted to grow due to focus on portion control and portability

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