



# Processed Meat and Seafood Packaging in the Netherlands

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth in plastic and aluminium/plastic pouches driven by demand for convenient, lightweight packaging solutions

Other plastic trays increases its pack type share in chilled processed meat due to its durability

600g, 660g and 675g pack sizes show increasing shares as they are convenient options for households

#### PROSPECTS AND OPPORTUNITIES

Growth in packaging volumes expected for meat and seafood substitutes due to product launches

Smaller pack sizes set for growth as they reduce food waste

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