

Alcoholic Drinks Packaging in the Netherlands

September 2023

Table of Contents

Alcoholic Drinks Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass bottles and metal beverage cans both growing again in beer in 2022 after the declines seen in 2020

Royal Grolsch introduces new cardboard packaging for its multipacks.

Bijou Wines unveils plastic pouch made of recyclable materials for Bijou Le Chic

PROSPECTS AND OPPORTUNITIES

Metal beverage cans are expected to continue gaining share from glass bottles over the forecast period

The 250ml pack size is expected to gain share in wine

Alcoholic Drinks Packaging in the Netherlands - Company Profiles

Packaging Industry in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Large pack sizes dominate in dairy and plant-based dairy packaging

Sustainability remains a key topic in soft drinks packaging

Royal Grolsch introduces new cardboard packaging for its multipacks.

HDPE bottles are the main pack type in beauty and personal care products in 2022

Plastic pouches continue gaining share in dishwashing in 2022

PACKAGING LEGISLATION

The Netherlands introduces new restrictions on disposable plastic cups and containers

RECYCLING AND THE ENVIRONMENT

New plastic waste guide aims for 100% circular packaging by 2050

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