

Beauty and Personal Care Packaging in the Netherlands

August 2024

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-the-netherlands/report.