

Processed Meat and Seafood Packaging in the Netherlands

July 2024

Table of Contents

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

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/processed-meat-and-seafood-packaging-in-the-netherlands/report.