



# Sweet Spreads Packaging in the Netherlands

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

1,000g pack size gains popularity due to inflation and efforts to balance quality with price

Glass jars on the decline due to the rise of rigid plastic

400g and 640g pack sizes a cost-effective solution for larger households

#### PROSPECTS AND OPPORTUNITIES

Sustainable packaging as a response to environmental concerns

Health-conscious consumers more inclined to purchase small pack sizes

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-packaging-in-the-netherlands/report](http://www.euromonitor.com/sweet-spreads-packaging-in-the-netherlands/report).