



# Meals and Soups Packaging in the Netherlands

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic is the leading pack type for meals and soups packaging

Aluminium/plastic pouches is a growing pack type for shelf stable soup due to its portability

200g and 400g pack sizes hold the highest volume shares due to cost-effectiveness

#### PROSPECTS AND OPPORTUNITIES

Paper-based containers set to see growth in packaging volumes due to focus on sustainability

Larger pack sizes likely to appeal to bigger households

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