



Beauty and Personal Care Packaging in the Netherlands

October 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainability and e-commerce help drive positive growth in Dutch beauty and personal care packaging
Packaging innovation shifts towards sustainable convenience
Dutch plastic regulations reshape packaging strategies

PROSPECTS AND OPPORTUNITIES

Regulatory and consumer pressures impacting trends in beauty and personal care packaging
Supply chain pressures driving strategic transformation

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability and portion control shape 2024 food packaging trends
Regulatory push and sustainability drive growth of paper cartons and rPET bottles in non-alcoholic drinks packaging
Metal cans gain share from glass bottles in alcoholic drinks packaging
Sustainable and low-waste packaging leads beauty and personal care innovation
Refill packs and recyclable materials drive the home care packaging market
Folding cartons and larger value packs gain share in pet care packaging

PACKAGING LEGISLATION

Mandatory attached caps on single-use plastic bottles
Ban on disposable plastic cups and food packaging
Expansion of deposit return scheme (DRS) and reverse vending systems (RVS) in the Netherlands

RECYCLING AND THE ENVIRONMENT

Verpact's quality-linked recycling agreements
Dutch government invests in recycling initiatives
Table 1 - Overview of Packaging Recycling and Recovery in the Netherlands: 2022/2023 and Targets for 2024

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