



Confectionery Packaging in the Netherlands

September 2025

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Confectionery Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Confectionery packaging volumes decline amidst health and portion control trends

Confectionery packaging evolves with plantable wrappers and digital-first designs

Smaller pack sizes in confectionery are popular due to changing lifestyles

PROSPECTS AND OPPORTUNITIES

Shift to portion control likely to drive down packaging volumes

Flexible packaging and 100g packs to remain popular as consumers seek value and convenience

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Confectionery Packaging in the Netherlands - Company Profiles

Packaging Industry in the Netherlands - Industry Overview

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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