

## **Ready Meals Packaging in the Netherlands**

Market Direction | 2022-07-08 | 10 pages | Euromonitor

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### **Report description:**

As the number of consumers dining at home increased during lockdown, meal kit producers experienced a surge in demand. As a result, packaging unit volumes of folding cartons and flexible plastic used in dinner mixes recorded explosive growth in 2020. While unit volumes declined slightly in 2021, demand for these products, and their packaging, remained at heightened levels in this year, well above pre-pandemic sales. The very new packaging area of thin wall plastic containers in dinner mixes stil...

Euromonitor International's Ready Meals Packaging in Netherlands report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Ready Meals Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

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**KEY DATA FINDINGS**

**2021 DEVELOPMENTS**

Dinner mixes still sees heightened demand in 2021, even after the explosive growth recorded in 2020

The sustainability trend boosts growth for paper-based containers

PET offers a transparent packaging solution for differentiation in prepared salads

**PROSPECTS AND OPPORTUNITIES**

Further growth expected for dinner mixes, boosting folding cartons and flexible plastic usage

Sustainable packaging grows as consumers appreciate eco-friendly packaging solutions

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