

Alcoholic Drinks Packaging in the Netherlands

Market Direction | 2023-09-08 | 8 pages | Euromonitor

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Report description:

The Netherlands has witnessed a gradual increase in beer packaging within the alcoholic drinks market due to the flourishing craft beer movement, which has led to an expansion of microbreweries and demand for diverse beer flavours, prompting breweries to differentiate their products through unique packaging. The opportunity for innovation and branding has played a significant role in attracting consumer attention and creating memorable brand identities. For example, Brouwerij 't IJ is an Amsterd...

Euromonitor International's Alcoholic Drinks 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks 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.

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Table of Contents:

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List Of Contents And Tables

ALCOHOLIC DRINKS PACKAGING IN THE NETHERLANDS

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass bottles and metal beverage cans both growing again in beer in 2022 after the declines seen in 2020

Royal Grolsch introduces new cardboard packaging for its multipacks.

Bijou Wines unveils plastic pouch made of recyclable materials for Bijou Le Chic

PROSPECTS AND OPPORTUNITIES

Metal beverage cans are expected to continue gaining share from glass bottles over the forecast period

The 250ml pack size is expected to gain share in wine

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