

Beauty and Personal Care Packaging in the Netherlands

Market Direction | 2023-07-04 | 8 pages | Euromonitor

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Report description:

Within the pack types used in the packaging of toothpaste, squeezable plastic tubes accounted for the dominant share in 2022, with folding cartons the next biggest pack type. Toothpaste brands are increasingly launching sustainably packaged products to keep up with the eco-friendly trend in the Netherlands. For example, Colgate launched the Smile for Good vegan toothpaste line in 100% recyclable tubes made from HDPE plastic. The secondary packaging is recyclable folding cartons. Zendium, a Dutch...

Euromonitor International's Beauty and Personal Care Packaging in Netherlands report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care 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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KEY DATA FINDINGS

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Eye make-up packaging benefits from shifting beauty trends in 2022

Brands start to offer returnable and refillable packaged products to Dutch consumers

HDPE bottles are the main pack type in beauty and personal care products in 2022

PROSPECTS AND OPPORTUNITIES

Lavido to use sugarcane-based packaging for its bath and shower products

Sustainable products and packaging a growing focus among Dutch consumers

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