

Confectionery Packaging in the Netherlands

Market Direction | 2023-10-24 | 8 pages | Euromonitor

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Report description:

Chocolate confectionery packaging, which dominates demand for confectionery packaging in the Netherlands in retail unit volume share terms, continued to record a positive performance in 2022. This was due to factors such as chocolate being a beloved treat in the country, with the Dutch having a strong affinity for high-quality chocolate products. This ongoing strong demand prompted confectionery manufacturers to introduce a variety of chocolate confectionery products and flavours, which, in turn...

Euromonitor International's Confectionery 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: Chocolate Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

- * Get a detailed picture of the Confectionery 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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CONFECTIONERY PACKAGING IN THE NETHERLANDS

KEY DATA FINDINGS

2022 DEVELOPMENTS

Chocolate confectionery packaging continues to record positive performance in 2022

Flexible plastic is leading pack type as a versatile and sustainable material

200g confectionery pack sizes considered more cost-effective for chocolate consumers

PROSPECTS AND OPPORTUNITIES

Folding cartons set to gain pack type share due to recycling properties

100g pack size to remain leading pack size as it offers moderation

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