

Dairy Packaging in the Netherlands

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

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Report description:

Shelf stable milk packaging faced slow-moving growth in retail unit volumes within dairy in the Netherlands towards the end of the review period, primarily due to evolving consumer preferences. The Dutch market has witnessed a shift towards fresh and locally-sourced dairy products, driven by health-conscious consumers seeking products with minimal processing.

Euromonitor International's Dairy 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: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- * Get a detailed picture of the Dairy 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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DAIRY PACKAGING IN THE NETHERLANDS

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low growth for shelf stable milk packaging due to changing consumer preferences

Gable top liquid cartons remains popular pack type in drinking milk products

1,000ml is the preferred pack size due to convenience for home consumption

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers set to regain growth momentum due to affordability

Smaller pack sizes to gain share of dairy packaging due to rising on-the-go consumption occasions

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