

Meals and Soups Packaging in the Netherlands

Market Direction | 2024-07-05 | 9 pages | Euromonitor

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Report description:

Total meals and soups packaging volumes remained fairly static in the Netherlands in 2023. Dutch consumers are increasingly seeking fresh and healthier food options, with a growing emphasis on home-cooked meals and natural ingredients. This shift in dietary habits led to a lack of growth in demand for packaged meals and soups, which are often perceived as highly processed or less wholesome compared with fresh alternatives. Flexible plastic is the most used pack type for packaging meals and soups...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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MEALS AND SOUPS PACKAGING IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the leading pack type for meals and soups packaging

Aluminium/plastic pouches is a growing pack type for shelf stable soup due to its portability

200g and 400g pack sizes hold the highest volume shares due to cost-effectiveness

PROSPECTS AND OPPORTUNITIES

Paper-based containers set to see growth in packaging volumes due to focus on sustainability

Larger pack sizes likely to appeal to bigger households

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