

## **Processed Meat and Seafood Packaging in the Netherlands**

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

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### **Report description:**

Total processed meat and seafood packaging volumes continued to decline in the Netherlands in 2023, although this was a continued stabilisation process after disruption during the COVID-19 pandemic, and volumes remained higher than pre-pandemic, in 2019. Although processed meat, and meat and seafood substitutes accounted for higher packaging volumes in 2023, processed seafood was the category which saw growth in packaging volumes. Processed seafood is favoured as a convenient and nutritious form...

Euromonitor International's Processed Meat and Seafood 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: Meat and Seafood Substitutes inc Tofu, Processed Meat, Processed Seafood.

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

Why buy this report?

- \* Get a detailed picture of the Processed Meat and Seafood 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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PROCESSED MEAT AND SEAFOOD PACKAGING IN THE NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in plastic and aluminium/plastic pouches driven by demand for convenient, lightweight packaging solutions

Other plastic trays increases its pack type share in chilled processed meat due to its durability

600g, 660g and 675g pack sizes show increasing shares as they are convenient options for households

PROSPECTS AND OPPORTUNITIES

Growth in packaging volumes expected for meat and seafood substitutes due to product launches

Smaller pack sizes set for growth as they reduce food waste

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