



Hot Drinks Packaging in the Netherlands

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Regulatory crackdown and green consumerism spur packaging transition in the Netherlands
New paper cans innovation supports recycling targets and cuts plastic use in the Netherlands
Smaller pack sizes gain ground amidst shifts toward sustainability and convenience

PROSPECTS AND OPPORTUNITIES

Packaging and Packaging Waste Regulation (PPWR) and consumer demands to accelerate transition in hot drinks packaging
Health and sustainability trends set to fuel growth of fruit/herbal tea in folding carton and flexible plastic packaging

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability and portion control shape 2024 food packaging trends
Regulatory push and sustainability drive growth of paper cartons and rPET bottles in non-alcoholic drinks packaging
Metal cans gain share from glass bottles in alcoholic drinks packaging
Sustainable and low-waste packaging leads beauty and personal care innovation
Refill packs and recyclable materials drive the home care packaging market
Folding cartons and larger value packs gain share in pet care packaging

PACKAGING LEGISLATION

Mandatory attached caps on single-use plastic bottles
Ban on disposable plastic cups and food packaging
Expansion of deposit return scheme (DRS) and reverse vending systems (RVS) in the Netherlands

RECYCLING AND THE ENVIRONMENT

Verpact’s quality-linked recycling agreements
Dutch government invests in recycling initiatives
Table 1 - Overview of Packaging Recycling and Recovery in the Netherlands: 2022/2023 and Targets for 2024

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