



Home Care Packaging in the Netherlands

October 2025

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Home Care Packaging in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care wipes drive growth in thin wall plastic packaging

Recycled polyethylene and renewable materials transforming household care packaging

Dominant pack type PET bottles continues growing in fabric softeners as an economical choice

PROSPECTS AND OPPORTUNITIES

Refill formats and concentrated formulas to reduce home care packaging volumes

Sustainability concerns driving the decline in metal aerosol packaging in air care

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Home Care Packaging in the Netherlands - Company Profiles

Packaging Industry in the Netherlands - Industry Overview

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

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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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