

Chilled Processed Food Packaging in the Netherlands

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Abstracts

The value that Dutch consumers place on fresh food is evident in this strong growth rates recorded in chilled processed food in recent years. The many new products launched in chilled processed food towards the end of the review period aim to meet this rising demand by offering a wide variety of meal solutions which respond to the trend towards rapid cooking times the strong and health and wellness trend which prevails in the Netherlands. Manufacturers in the category continue to focus in...

Euromonitor International's Chilled Processed Food 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: Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

Why buy this report?

Get a detailed picture of the Chilled Processed Food 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Retailers Look for Lighter Weight Packaging To Optimise Logistical and Distribution Costs

Dutch Consumers Choose Large Packaging To Save Money

Glass Packaging Under Pressure

Pouches Valued for Contributing Savings on Distribution Costs

Closures Serve As A Tool To Trigger Attention in Mature Categories

Key Trends and Developments

Adapting Packaging Size and Type Meet the Path Towards Greater Efficiency

Closures Promoted As A Solution for Hygiene, Better Dispensing and Convenience

Private Label Shows Greater Potential for Packaging Improvement

Greater Interest Among Dutch Consumers in 'green' Packaging

Packaging Legislation

Packaging Legislation Falls Under the 'warenwet' the Dutch Eu-based Framework

Waste Directive Enforced Under EU Legislation

Local Municipalities Regulate Collection

Short Lived Packaging Tax

Recycling and the Environment

Citizens Responsible for Recycling

Plastic Heroes Campaign and New Collection Scheme in 2014

Recycling Highest in Glass and Metal

Table 1 Overview of Packaging Recycling and Recovery in Netherlands 2013 and Targets for 2015

Packaging Design and Labelling

Labelling Requirements

EU Revision

Country of Origin

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