

# Processed Meat and Seafood Packaging in the Netherlands

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Date: October 2023

Pages: 9

Price: US\$ 990.00 (Single User License)

ID: PE53E73C71CEN

## Abstracts

The ongoing dynamic retail unit volume growth recorded by packaging for meat and seafood substitutes including tofu within processed meat and seafood packaging at the end of the review was due to the rising popularity of plant-based and vegetarian diets in the Netherlands. As local consumers become more health-conscious and environmentally-aware, they are increasingly turning to meat and seafood substitutes as a sustainable and nutritious alternative.

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.

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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Euromonitor International  
February 2024

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### **2022 DEVELOPMENTS**

Tofu packaging grows in 2022 as consumers become increasingly health-conscious  
Flexible plastic is leading pack type overall due to its greater versatility

**200G IS THE PREFERRED PACK SIZE AS IT IS CONSIDERED AFFORDABLE AND  
CONVENIENT**

### **PROSPECTS AND OPPORTUNITIES**

Thin wall plastic containers set for stronger growth as cost-effective packaging  
Smaller pack sizes set to gain share due to increasing popularity of single-serve options

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