



# Alcoholic Drinks Packaging in the Netherlands

October 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Glass bottles retains popularity as non alcoholic wine packaging due to shifting consumer preferences

Metal beverage cans in 250ml pack size gain share in RTDs due to convenience for on-the-go consumption

Recycled multipacks introduced by leading brand in lager for sustainability

### PROSPECTS AND OPPORTUNITIES

Metal bottles as packaging for liqueurs likely to gain attention following product launch by leading brand

Metal beverage cans set to gain share in lager due to new product launches

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