Health and Wellness in the Netherlands

July 2024

Table of Contents

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023
Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028
Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Snacks in the Netherlands

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegan snacks register the strongest sales as high-quality vegan ice cream gains ground
Gluten free is a leading claim as those without allergies seek health benefits of gluten free goods
Low fat gains ground with double-digit retail value growth as obesity concerns rise

PROSPECTS AND OPPORTUNITIES

The implementation of the Nutri-Score label impacts innovations and purchasing habits
The keto claim gains ground as obesity continues to rise in the Netherlands
The no added sugar claim drives sales as consumers look for natural goods

CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023
Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023
Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023
Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023
Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023
Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023
Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023
Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028
Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW Dairy Products and Alternatives in the Netherlands

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low fat is the leading claim as obesity concerns and EU legislation drives sales
High protein dairy products are appreciated for supporting fitness and health goals
Plant-based options rise as health and ethical consumers influence dietary behaviours

PROSPECTS AND OPPORTUNITIES

Weight management grows in health and wellness dairy products and alternatives
High protein drives sales as fitness regimes shape consumer dietary habits
The low salt claim will see escalating demand as health concerns rise

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023
Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023
Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023
Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value

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