



**Euromonitor  
International**

# Meals and Soups in the Netherlands

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Chilled soups and packaged pancakes gain ground, offering healthy alternatives
- Shelf-stable ready meals face rising competition from meal kits
- Chilled pizza gains ground, perceived to be a fresh, convenient option

PROSPECTS AND OPPORTUNITIES

- Rising competition from foodservice outlets shapes product innovation
- Meal kits have a low potential for growth as the audience remains niche
- Demand for freshness leads to strong growth for chilled soup and pizza

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Cooking Ingredients and Meals in the Netherlands - Industry Overview

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