



Euromonitor
International

HW Snacks in the Netherlands

July 2024

Table of Contents

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 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023
Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023
Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023
Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023
Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023
Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023
Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023
Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028
Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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