



HW Cooking Ingredients and Meals in the Netherlands

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Meat-free diets rises across the Netherlands, driving growth in the vegetarian claim
The natural claim registers double-digit growth as consumers avoid artificial ingredients
Low fat meals record double-digit growth as concerns surrounding obesity increase

PROSPECTS AND OPPORTUNITIES

The vegan claim drives growth as plant-based diets continue to rise
The immune support claim is set to recover, driving growth over the forecast period
Higher price points challenge sales of organic cooking ingredients and meals

CATEGORY DATA

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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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