



# HW Staple Foods in the Netherlands

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The high fibre claim records the strongest sales in health and wellness staple foods  
Vegan options struggle during rising prices, however, retailers invest in the claims potential  
Significant growth in no fat staple foods supported by EU legislation

#### PROSPECTS AND OPPORTUNITIES

Fortified options and no allergen claims have strong growth potential in the Netherlands  
Distribution of gluten free staple foods rises, improving sales across the forecast period  
Sales of vegan staple foods recover, supported by ongoing dietary changes

#### 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

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