



**Euromonitor  
International**

# 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

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-staple-foods-in-the-netherlands/report](http://www.euromonitor.com/hw-staple-foods-in-the-netherlands/report).