



Health and Wellness in the Netherlands

December 2025

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EXECUTIVE SUMMARY

Low sugar, plant-based, and fortified/functional foods driving health and wellness in the Netherlands

INDUSTRY PERFORMANCE

Low sugar and fortified/function innovations reshape health and wellness in the Netherlands
Plant based, organic, and gluten free claims drive preventative health choices

WHAT'S NEXT

Organic and fortified/functional food claims are set to drive growth for health and wellness products

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HW Hot Drinks in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified/functional, organic, and premium trends drive growth in hot drinks

INDUSTRY PERFORMANCE

Health and wellness claims impact coffee and tea as consumers shift towards functional and premium products
Rising health consciousness drives ongoing demand for no caffeine hot drinks
Natural and functional claims maintain relevance in tea while health-focused innovations in coffee remain limited

WHAT'S NEXT

Consumers will continue to perceive the organic claim to offer superior quality and sustainability
The no caffeine claim is set to drive growth amid rising demand for natural and organic options
The natural claim is expected to grow as consumers shift from basic to premium coffee and tea products

CATEGORY DATA

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HW Soft Drinks in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low sugar and fortified/functional benefits shape growth and consumer trends in soft drinks

INDUSTRY PERFORMANCE

Low sugar and fortified/functional claims support health driven innovation
No sugar drives growth as consumer preferences shift and government pressures intensify
Energy boosting expands beyond energy drinks to support everyday performance and mental focus

WHAT'S NEXT

Fortified/functional claims in soft drinks are set to outperform as health driven demand drives dynamics

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[HW Snacks in the Netherlands](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low sugar claims, plant based indulgence and high protein products is driving growth in snacks

INDUSTRY PERFORMANCE

Low sugar reduction and no sugar launches continue to drive innovation in snacks

Rising interest in plant based goods and health drives sales of the vegetarian claim

Taste and indulgence drive the success of the vegan claim in snacks

WHAT'S NEXT

High protein and health and wellness innovations are set to support growth for snacks in the Netherlands

Sales of vegetarian snacks are set to be driven by demand for convenient, high protein snacks

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[HW Dairy Products and Alternatives in the Netherlands](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

High protein and plant based dairy grow amid shifting consumer preferences

INDUSTRY PERFORMANCE

High protein innovation shapes consumer buying habits in dairy products and alternatives
Low fat dairy shows stabilisation as fitness-led products offset shifting consumer preferences
Natural claims remain expected in dairy while plant based products face scrutiny over processing

WHAT'S NEXT

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[HW Cooking Ingredients and Meals in the Netherlands](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vegetarian, vegan and gluten free claims drive sales in cooking ingredients and meals in 2024

INDUSTRY PERFORMANCE

Low sugar and organic claims drive strong value growth in cooking ingredients and meals
Health and sustainability drive growth of vegetarian cooking ingredients and meals
The vegan claim is supported by the rise of flexitarian diets in the Netherlands

WHAT'S NEXT

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HW Staple Foods in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer health awareness fuels product innovation in staple foods

INDUSTRY PERFORMANCE

Consumer health trends drive reformulation and growth in organic, plant based, and low sugar claims
Rising consumer awareness and health considerations drive steady growth for gluten free claims
Health awareness and fortified/functional benefits drive growth in high fibre products

WHAT'S NEXT

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