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Processed Fruit and Vegetables in the Netherlands

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy eating and convenience fuel strong demand for processed fruit and vegetables

INDUSTRY PERFORMANCE

Changing food culture reshapes consumption occasions and category dynamics

Frozen formats outperform as consumers prioritise freshness and practicality

WHAT'S NEXT?

Health-driven demand and retailer commitments to plant-based foods sustain growth

Legumes and simple vegetables attract attention for functional benefits

Sustainability commitments drive local sourcing and organic expansion

COMPETITIVE LANDSCAPE

Neerlands Glorie strengthens leadership through portfolio diversification

Bonduelle rebounds after retail dispute resolution

CHANNELS

Supermarkets remain dominant as plant-based positioning broadens appeal

E-commerce expands as bulk buying and promotions attract consumers

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

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Staple Foods in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Evolving consumer priorities reshape staple food consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability drives demand while health and authenticity gain prominence

Shifting eating habits redefine everyday consumption

WHAT'S NEXT?

Mature category poised for steady growth

Health and wellness trends reshape product development

Authenticity and private label to remain strong competitive forces

COMPETITIVE LANDSCAPE

Artisanal and private label products dominate the market landscape

Authenticity and cultural specialisation underpin brand success

CHANNELS

Supermarkets remain central to staple food retailing

Discounters gain further ground amid affordability concerns

MARKET DATA

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Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

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