



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in the Netherlands

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing interest in added value products supports value growth
Mondelez Nederland faces strong competition from challenger brands
Supermarket channel remains dominant as retail e-commerce records strong growth

PROSPECTS AND OPPORTUNITIES

Retail volumes will remain stable as value growth builds
Manufacturers will focus on the development of products with no or lower chocolate content
Clean label snack bars offer an opportunity for growth

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025
Table 9 - NBO Company Shares of Snack Bars: % Value 2021-2025
Table 10 - LBN Brand Shares of Snack Bars: % Value 2022-2025
Table 11 - NBO Company Shares of Fruit Snacks: % Value 2021-2025
Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025
Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025
Table 14 - Distribution of Sweet Biscuits by Format: % Value 2020-2025
Table 15 - Distribution of Snack Bars by Format: % Value 2020-2025
Table 16 - Distribution of Fruit Snacks by Format: % Value 2020-2025
Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030
Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030
Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030
Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

Snacks in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2020-2025
Table 22 - Sales of Snacks by Category: Value 2020-2025
Table 23 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 24 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 25 - NBO Company Shares of Snacks: % Value 2021-2025
Table 26 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 27 - Penetration of Private Label by Category: % Value 2020-2025
Table 28 - Distribution of Snacks by Format: % Value 2020-2025

Table 29 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 30 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-the-netherlands/report.