



**Euromonitor  
International**

# Sweet Spreads in the Netherlands

November 2025

Table of Contents

## Sweet Spreads in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sharp price increases dampen demand

#### INDUSTRY PERFORMANCE

Shifting consumption patterns

Expansion of chocolate spreads

#### WHAT'S NEXT?

Volatility will lead to higher costs and higher consumer prices

Development of sweet spreads will be shaped by two opposing trends

Consumers will avoid products that they consider to be harmful to the planet or harmful to their health

#### COMPETITIVE LANDSCAPE

Unilever leads the way because of its dominance in peanut butter

Rigoni di Asiago Benelux benefits from upmarket demand

#### CHANNELS

Larger households with children appreciate the convenience of ordering sweet spreads online

Larger households with children appreciate the convenience of ordering sweet spreads online

#### CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in the Netherlands - Industry Overview

### EXECUTIVE SUMMARY

Price increases boost value sales but so does premiumisation

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Consumers are increasingly interested in health and wellness

Convergence of trends

#### WHAT'S NEXT?

Positive outlook supported by demand for convenience

Health and wellness trend to exert growing influence

Potential threat from supply chain volatility

## COMPETITIVE LANDSCAPE

Important role for private label

Major brand manufacturers experience contrasting fortunes

## CHANNELS

Supermarkets remains dominant despite fall in share

Discounters displaying strong growth

## MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS 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-spreads-in-the-netherlands/report](http://www.euromonitor.com/sweet-spreads-in-the-netherlands/report).