



Euromonitor
International

Cooking Ingredients and Meals in the Netherlands

November 2025

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Cooking Ingredients and Meals in the Netherlands

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

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Edible Oils in the Netherlands

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Premiumisation boosts sales but price rises remain challenging

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Unit price development remains a major issue for edible oils

Olive oil volume sales return to growth

WHAT'S NEXT?

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Health trends will shape developments in edible oil
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INDUSTRY PERFORMANCE

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Chilled soup sees strong growth

WHAT'S NEXT?

The outlook for meals and soups is positive
Dutch consumers become more open-minded about meals and soups with functional benefits
Improved quality at lower price levels will drive consumers from foodservice to retail

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INDUSTRY PERFORMANCE

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Mayonnaise benefits from new flavours

WHAT'S NEXT?

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Consumers will be interested in products with a more natural functionality

Raised awareness of sustainability issues will shape the category

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Supermarkets dominates, but its share is falling

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INDUSTRY PERFORMANCE

Shifting consumption patterns

Expansion of chocolate spreads

WHAT'S NEXT?

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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

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

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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/cooking-ingredients-and-meals-in-the-netherlands/report.