



Meals and Soups in the Netherlands

November 2025

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Meals and Soups in the Netherlands - Category analysis

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2025 DEVELOPMENTS

Busy consumers seek nutritional value and convenience

INDUSTRY PERFORMANCE

Categories which are seen as fresh and high quality record the strongest performance

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

COMPETITIVE LANDSCAPE

Albert Heijn out in front

Mama's Maaltijden making an impact

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Supermarkets seeing dominant share eroded

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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

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