



**Euromonitor
International**

HW Staple Foods in the Netherlands

December 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer health awareness fuels product innovation in staple foods

INDUSTRY PERFORMANCE

Consumer health trends drive reformulation and growth in organic, plant based, and low sugar claims
Rising consumer awareness and health considerations drive steady growth for gluten free claims
Health awareness and fortified/functional benefits drive growth in high fibre products

WHAT'S NEXT

Plant based products and no sugar claims are set to drive growth across staple foods
An expanding range of products will support sales for the gluten free claim
Demand for high fibre claims will be driven by awareness of digestive health, and weight management

CATEGORY DATA

- Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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EXECUTIVE SUMMARY

Low sugar, plant-based, and fortified/functional foods driving health and wellness in the Netherlands

INDUSTRY PERFORMANCE

Low sugar and fortified/function innovations reshape health and wellness in the Netherlands
Plant based, organic, and gluten free claims drive preventative health choices

WHAT'S NEXT

Organic and fortified/functional food claims are set to drive growth for health and wellness products

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-staple-foods-in-the-netherlands/report.