

# Better For You Packaged Food in the Netherlands

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## Abstracts

Better for you packaged food is becoming more popular due to the fact that Dutch consumers are moving towards healthier consumption. Healthy eating is increasing in the wake of COVID-19 and in line with extant concerns over obesity and diabetes. In particular, consumers try to reduce sugar in their diet, thus giving preference to reduced sugar products. This is also a result of the increased governmental campaign to reduce sugar consumption by the population, especially children, who tend to con...

Euromonitor International's Better For You Packaged Food in Netherlands report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Better For You Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Growing demand for reduced sugar products sees new launches in untapped categories like breakfast cereals

Consumers' efforts to reduce their salt intake see key grocery retailers allocating greater shelf space to BFY reduced salt food

While reducing fat remains important for Dutch consumers, a shift to healthy fats is also becoming more apparent and encouraging new launches

#### PROSPECTS AND OPPORTUNITIES

The ongoing drive to reduce sugar in consumers' diets will see new releases of reduced sugar packaged food products

Continued consumer demand for reduced salt food will stimulate new product development and promotion from key grocery retailers

New product development in reduced fat foods is likely to be informed by the shift to healthier eating, the plant-based movement and demand for healthier fats

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