

# **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.



### **Contents**

## BETTER FOR YOU PACKAGED FOOD IN THE NETHERLANDS

**KEY DATA FINDINGS** 

2021 DEVELOPMENTS

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 CATEGORY DATA

Table 1 Sales of BFY Packaged Food by Category: Value 2016-2021

Table 2 Sales of BFY Packaged Food by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of BFY Packaged Food: % Value 2017-2021

Table 4 LBN Brand Shares of BFY Packaged Food: % Value 2018-2021

Table 5 Distribution of BFY Packaged Food by Format: % Value 2016-2021

Table 6 Forecast Sales of BFY Packaged Food by Category: Value 2021-2026

Table 7 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN THE NETHERLANDS

**EXECUTIVE SUMMARY** 

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021



Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021 Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth

2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth

2021-2026

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SOURCES

Summary 1 Research Sources



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