

# Fortified/Functional Packaged Food in the Netherlands

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## Abstracts

Products classed as fortified/functional packaged food have gained much attention, especially during the pandemic, when consumers looked for products perceived to offer a level of immunity or resistance to illness and the virus. Both value and volume sales witnessed positive growth in 2020 and 2021, in contrast to the decline in prior years. Following the outbreak of COVID-19, Dutch consumers became more concerned about their health in general, but at the same time became less focused on product...

Euromonitor International's Fortified/Functional 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:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

## Why buy this report?

Get a detailed picture of the Fortified/Functional 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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#### 2021 DEVELOPMENTS

Demand for protein-enriched packaged food products continues as consumers perceive a link with immunity

Specific functionality inspires new product innovation including products rich in calcium

Consumers also seek packaged food products that are rich in vitamins, with products segmentation increasingly available

#### PROSPECTS AND OPPORTUNITIES

Reduction of meat in diets will lead to further demand for protein-enriched packaged food products

Dairy alternatives rich with calcium have potential in the forecast period

With the rich in vitamins trend likely to persist, producers will benefit from detailing the precise benefits of the added vitamins

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