

# Free From in the Netherlands

<https://marketpublishers.com/r/FCADF8EAC0BEN.html>

Date: February 2022

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: FCADF8EAC0BEN

## Abstracts

Free from registered further healthy retail volume and current value sales growth across categories in 2021. There has been significant new product development as manufacturers have sought to tap into this fast-growing category in the Netherlands. The healthy eating trend, in line with wider environmental and health awareness and concerns over allergies and food tolerances, has grown the potential consumer base for these products. Free from lactose was among the top performers in 2021. The free...

Euromonitor International's Free From 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:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

## Why buy this report?

Get a detailed picture of the Free From 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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The free from lactose trend continues to grow and witnesses new product development  
Health and environmental concerns continue to widen the consumer base for free from dairy products

Free from meat other ready meals performs best driven by growing consumer interest in meat substitutes and demand for convenience

#### PROSPECTS AND OPPORTUNITIES

Free from lactose trend projected to grow due to increased incidence of intolerance as well as consumer preference

Free from dairy has room for growth, especially in free from dairy ice cream where there is currently little competition

Free from meat will perform best in the forecast period due to the increasing meat-free diet trend in the country and manufacturers' efforts to improve offerings

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