

Naturally Healthy Packaged Food in the Netherlands

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Abstracts

Naturally healthy packaged food continued to achieve positive sales growth in 2021, although at a slower rate than in 2020 when health and dietary concerns were more strongly accentuated by the outbreak of COVID-19. Dutch consumers remain attracted to naturally healthy food in line with the growing healthy eating trend in the country. “Naturally healthy” appears to inculcate higher confidence in consumers, who are more aware of and concerned about the added ingredients in the products they consu...

Euromonitor International's Naturally Healthy 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: NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy 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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Consumption versatility of nuts sees NH nuts, seeds and trail mixes grow fastest

Rich in fibre products continue to gain popularity especially among breakfast cereals and sweet biscuits

NH sour milk products sees ongoing strong growth supported by the increasing popularity of kefir as a product beneficial to digestive health

PROSPECTS AND OPPORTUNITIES

Milk alternatives set for further growth in the forecast period with consumers drinking less cow's milk and retailers expanding their plant-based milks

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