

# Organic Packaged Food in the Netherlands

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## Abstracts

Organic packaged food continued to see positive sales growth in 2021, although at lower value and volume rates than in 2020. The growth was driven by categories such as organic baby food, organic dairy and organic chocolate confectionery. Organic packaged food, in general, remains more expensive compared to its regular counterparts, meaning that not all Dutch consumers are able to afford these products. Thus, the overall consumption growth of organic food was lower than that of regular products...

Euromonitor International's Organic 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:** Organic Baby Food, Organic Bread, Organic Breakfast Cereals, Organic Chilled Processed Meat and Seafood, Organic Confectionery, Organic Dairy, Organic Edible Oil, Organic Frozen Meat, Seafood, Fruit and Vegetables, Organic Ice Cream, Organic Ready Meals, Organic Rice, Pasta and Noodles, Organic Sauces, Dressings and Condiments, Organic Savoury Snacks, Organic Shelf Stable Meat, Seafood, Fruit and Vegetables, Organic Soup, Organic Spreads, Organic Sweet Biscuits, Snack Bars and Fruit Snacks.

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

### **Why buy this report?**

Get a detailed picture of the Organic 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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Organic packaged food continues to grow in 2021 although limited to a relatively higher-income consumer base

Positive growth trajectory for organic packaged food is due to the health and environment consciousness of many Dutch consumers, especially millennials

Fair chocolate production is important to Dutch consumers

#### PROSPECTS AND OPPORTUNITIES

Continued growth forecast for organic packaged food provided the prices are kept under control

Manufacturers anticipate the growing demand for organic dairy and organic chocolate confectionery

Rising purchasing power in the forecast period will enable consumers to include a wider range of organic products in their shopping basket

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