



Euromonitor  
International

# Health and Wellness in the Netherlands

December 2025

Table of Contents

EXECUTIVE SUMMARY

Low sugar, plant-based, and fortified/functional foods driving health and wellness in the Netherlands

INDUSTRY PERFORMANCE

Low sugar and fortified/function innovations reshape health and wellness in the Netherlands  
Plant based, organic, and gluten free claims drive preventative health choices

WHAT'S NEXT

Organic and fortified/functional food claims are set to drive growth for health and wellness products

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HW Hot Drinks in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified/functional, organic, and premium trends drive growth in hot drinks

INDUSTRY PERFORMANCE

Health and wellness claims impact coffee and tea as consumers shift towards functional and premium products  
Rising health consciousness drives ongoing demand for no caffeine hot drinks  
Natural and functional claims maintain relevance in tea while health-focused innovations in coffee remain limited

WHAT'S NEXT

Consumers will continue to perceive the organic claim to offer superior quality and sustainability  
The no caffeine claim is set to drive growth amid rising demand for natural and organic options  
The natural claim is expected to grow as consumers shift from basic to premium coffee and tea products

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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HW Soft Drinks in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low sugar and fortified/functional benefits shape growth and consumer trends in soft drinks

INDUSTRY PERFORMANCE

Low sugar and fortified/functional claims support health driven innovation  
No sugar drives growth as consumer preferences shift and government pressures intensify  
Energy boosting expands beyond energy drinks to support everyday performance and mental focus

## WHAT'S NEXT

Fortified/functional claims in soft drinks are set to outperform as health driven demand drives dynamics

No sugar soft drinks are set to drive growth as consumer health preferences continue to shift

The energy boosting claim is poised for growth, supported by ongoing innovation

## CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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[HW Snacks in the Netherlands](#)

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Low sugar claims, plant based indulgence and high protein products is driving growth in snacks

## INDUSTRY PERFORMANCE

Low sugar reduction and no sugar launches continue to drive innovation in snacks

Rising interest in plant based goods and health drives sales of the vegetarian claim

Taste and indulgence drive the success of the vegan claim in snacks

## WHAT'S NEXT

High protein and health and wellness innovations are set to support growth for snacks in the Netherlands

Sales of vegetarian snacks are set to be driven by demand for convenient, high protein snacks

The vegan snack claim is poised for growth as taste and indulgence drive consumer appeal

## CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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[HW Dairy Products and Alternatives in the Netherlands](#)

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

High protein and plant based dairy grow amid shifting consumer preferences

## INDUSTRY PERFORMANCE

High protein innovation shapes consumer buying habits in dairy products and alternatives  
Low fat dairy shows stabilisation as fitness-led products offset shifting consumer preferences  
Natural claims remain expected in dairy while plant based products face scrutiny over processing

## WHAT'S NEXT

High protein and plant based dairy will remain key drives of innovation and growth  
Low fat dairy is set to face pressure, however, fitness-focused ranges have potential for growth  
Limited growth potential for natural claims as organic products take precedence

## CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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[HW Cooking Ingredients and Meals in the Netherlands](#)

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Vegetarian, vegan and gluten free claims drive sales in cooking ingredients and meals in 2024

## INDUSTRY PERFORMANCE

Low sugar and organic claims drive strong value growth in cooking ingredients and meals  
Health and sustainability drive growth of vegetarian cooking ingredients and meals  
The vegan claim is supported by the rise of flexitarian diets in the Netherlands

## WHAT'S NEXT

Consumers are set to balance health and wellness claims with indulgence  
Meals and soups offer a key growth opportunity for vegetarian products in the Netherlands  
Demand for vegan products will be driven by health benefits and sustainability

## CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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HW Staple Foods in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer health awareness fuels product innovation in staple foods

INDUSTRY PERFORMANCE

Consumer health trends drive reformulation and growth in organic, plant based, and low sugar claims  
Rising consumer awareness and health considerations drive steady growth for gluten free claims  
Health awareness and fortified/functional benefits drive growth in high fibre products

WHAT'S NEXT

Plant based products and no sugar claims are set to drive growth across staple foods  
An expanding range of products will support sales for the gluten free claim  
Demand for high fibre claims will be driven by awareness of digestive health, and weight management

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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