



Health and Wellness in the Netherlands

December 2025

Table of Contents

Health and Wellness in the Netherlands

EXECUTIVE SUMMARY

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

INDUSTRY PERFORMANCE

Low sugar and fortified/functional 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

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

[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

COUNTRY REPORTS DISCLAIMER

[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

COUNTRY REPORTS DISCLAIMER

[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

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/health-and-wellness-in-the-netherlands/report.