



**Euromonitor  
International**

# Cooking Ingredients and Meals in the Netherlands

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## Cooking Ingredients and Meals in the Netherlands

### EXECUTIVE SUMMARY

Price increases boost value sales but so does premiumisation

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Convergence of trends

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Health and wellness trend to exert growing influence

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[Meals and Soups in the Netherlands](#)

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## INDUSTRY PERFORMANCE

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## WHAT'S NEXT?

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## WHAT'S NEXT?

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#### INDUSTRY PERFORMANCE

Shifting consumption patterns

Expansion of chocolate spreads

#### WHAT'S NEXT?

Volatility will lead to higher costs and higher consumer prices

Development of sweet spreads will be shaped by two opposing trends

Consumers will avoid products that they consider to be harmful to the planet or harmful to their health

#### COMPETITIVE LANDSCAPE

Unilever leads the way because of its dominance in peanut butter

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#### CHANNELS

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Larger households with children appreciate the convenience of ordering sweet spreads online

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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/cooking-ingredients-and-meals-in-the-netherlands/report](https://www.euromonitor.com/cooking-ingredients-and-meals-in-the-netherlands/report).