



Euromonitor
International

Dairy Products and Alternatives in the Netherlands

August 2025

Table of Contents

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

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Baby Food in the Netherlands](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth driven by higher unit prices

Nutricia Nederland dominates as small premium brands gain traction

Supermarkets lead as retail e-commerce shows strong growth

PROSPECTS AND OPPORTUNITIES

Value sales witness lower growth as prices reach a ceiling

Food safety will remain vital to consumers of baby food

Sustainability will be an important theme

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

[Butter and Spreads in the Netherlands](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Butter and spreads is challenged by changing food culture
Leading player Upfield Nederland faces some challenges
Supermarkets and grocery retailers are the preferred channel

PROSPECTS AND OPPORTUNITIES

Muted performance as eating habits and food culture evolves
Grocery retailers will have an interest in promoting plant-based products
New appliances for food preparation will result in lower demand for butter and spreads

CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025
Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025
Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025
Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025
Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025
Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025
Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030
Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Cheese in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Traditional eating habits evolve with lower cheese consumption
Westland Kaasexport leads in cheese with Old Amsterdam and Maaslander
Supermarkets are key favourite for the purchase of cheese

PROSPECTS AND OPPORTUNITIES

Changing eating habits will continue to weaken consumption of cheese
Healthier cheese is a hard sell, but high protein cheese could be a success
Processed cheese will lead in terms of innovation

CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025
Table 33 - Sales of Cheese by Category: Value 2020-2025
Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025
Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025
Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025
Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025
Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025
Table 39 - NBO Company Shares of Cheese: % Value 2021-2025
Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025
Table 41 - Distribution of Cheese by Format: % Value 2020-2025
Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030
Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030
Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

Drinking Milk Products in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Drinking milk products come under pressure amid shifts in consumption
Royal FrieslandCampina takes the lead alongside private label
Wide range of private label drinking milk products supports the supermarket channel

PROSPECTS AND OPPORTUNITIES

Drinking milk products to witness lower consumption
Functional and shelf stable milk products could help to add value to the category
The nitrogen issue could lead to lower milk production

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025
Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025
Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025
Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025
Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030
Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030
Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Yoghurt and Sour Milk Products in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health benefits of yoghurt and sour milk products resonate with consumers
Royal FrieslandCampina and Arla Foods lead the category
Supermarkets adapt well to changing eating habits

PROSPECTS AND OPPORTUNITIES

Steady value growth expected for yoghurt and sour milk drinks
Health and wellness and gut health in particular will support category growth
Albert Heijn will likely expand its range of functional yoghurts and sour milk drinks

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025
Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025
Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025
Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025
Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030
Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

Other Dairy in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other dairy sees return to value growth in 2025

Royal FrieslandCampina NV leads with brands Campina, Mona and Optimel

Consumers value the wide range of private label products on offer at supermarkets

PROSPECTS AND OPPORTUNITIES

Categories within other dairy suffer from instability

Health and wellness will remain a major growth driver

Strained relationships between grocery retailers and dairy producers will lead to investment in private label

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

Plant-Based Dairy in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lower growth than expected in plant-based dairy

Alpro Soja Nederland BV leads whilst Oatly records strong growth

Supermarket chain Ekoplaza specialises in plant-based dairy products

PROSPECTS AND OPPORTUNITIES

Grocery retailers are committed to success of plant-based dairy

Growing interest in health and wellness is a blessing and a challenge

Retailers will present plant-based dairy products next to regular dairy products

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

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/dairy-products-and-alternatives-in-the-netherlands/report.