Dairy Products and Alternatives in the Netherlands

August 2025

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Supermarkets and grocery retailers are the preferred channel

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Cheese in the Netherlands

KEY DATA FINDINGS

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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

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CATEGORY DATA

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Wide range of private label drinking milk products supports the supermarket channel

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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

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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

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

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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

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