



Innovation: Food and Beverage in the Netherlands

June 2024

[Table of Contents](#)

INTRODUCTION

Scope

Monitoring Innovation for Business Growth

INNOVATION IN FOOD AND BEVERAGE

The Netherlands stand among top 10 countries in new launches in F&B in 2023

Flavour and health benefits shaped innovations across F&B in 2023

New launches in the Netherlands in 2023: Packaged Food

New brand Chocomaffia plays to the permissible indulgence trend

New launches in the Netherlands in 2023: Alcoholic Drinks

De Kuyper expands its line of RTD cocktails to cater to young Dutch consumers

New launches in the Netherlands in 2023: Pet Care

Creamies biscuits' expansion across Europe reflects strong pet humanisation trend

New launches in the Netherlands in 2023: Hot Drinks

New Secrets Of Tea's sub-brand is well placed to profit from rising health-consciousness

New launches in the Netherlands in 2023: Soft Drinks

Coca-Cola turns to AI for bold new flavours and packaging innovations

Retailers aim to boost their contribution to a more sustainable food system

APPENDIX

Passport Innovation methodology

Euromonitor Innovation definitions

Passport innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

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- **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.

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