



# HW Snacks in the Netherlands

December 2025

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## HW Snacks in the Netherlands - Category analysis

### 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

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##### Health and Wellness in the Netherlands - Industry Overview

#### EXECUTIVE SUMMARY

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

#### INDUSTRY PERFORMANCE

Low sugar and fortified/function 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

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