



**Euromonitor
International**

HW Snacks in the Netherlands

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegan snacks register the strongest sales as high-quality vegan ice cream gains ground
Gluten free is a leading claim as those without allergies seek health benefits of gluten free goods
Low fat gains ground with double-digit retail value growth as obesity concerns rise

PROSPECTS AND OPPORTUNITIES

The implementation of the Nutri-Score label impacts innovations and purchasing habits
The keto claim gains ground as obesity continues to rise in the Netherlands
The no added sugar claim drives sales as consumers look for natural goods

CATEGORY DATA

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Health and Wellness in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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