



Euromonitor
International

HW Snacks in the Netherlands

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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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