



Euromonitor  
International

# HW Cooking Ingredients and Meals in the Netherlands

December 2025

## HW Cooking Ingredients and Meals in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Vegetarian, vegan and gluten free claims drive sales in cooking ingredients and meals in 2024

#### INDUSTRY PERFORMANCE

Low sugar and organic claims drive strong value growth in cooking ingredients and meals

Health and sustainability drive growth of vegetarian cooking ingredients and meals

The vegan claim is supported by the rise of flexitarian diets in the Netherlands

#### WHAT'S NEXT

Consumers are set to balance health and wellness claims with indulgence

Meals and soups offer a key growth opportunity for vegetarian products in the Netherlands

Demand for vegan products will be driven by health benefits and sustainability

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

#### COUNTRY REPORTS DISCLAIMER

[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

#### COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-cooking-ingredients-and-meals-in-the-netherlands/report](http://www.euromonitor.com/hw-cooking-ingredients-and-meals-in-the-netherlands/report).