



# HW Staple Foods in the Netherlands

December 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Consumer health awareness fuels product innovation in staple foods

### INDUSTRY PERFORMANCE

Consumer health trends drive reformulation and growth in organic, plant based, and low sugar claims

Rising consumer awareness and health considerations drive steady growth for gluten free claims

Health awareness and fortified/functional benefits drive growth in high fibre products

### WHAT'S NEXT

Plant based products and no sugar claims are set to drive growth across staple foods

An expanding range of products will support sales for the gluten free claim

Demand for high fibre claims will be driven by awareness of digestive health, and weight management

### 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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