



Euromonitor  
International

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