

# HW Snacks in the Netherlands

November 2023

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#### 2022 DEVELOPMENTS

Vegan snacks enjoys strong growth in 2022 while EU legislation clamps down on trans fats

Gluten free remains the leading claim in health and wellness snacks in 2022

Brain health and memory: A claim to watch in health and wellness snacks

#### PROSPECTS AND OPPORTUNITIES

Low sugar snacks declines in popularity while no added sugar booms

Vegan shows the most promise in health and wellness snacks during the forecast period

The influence of the Nutri-Score label shapes consumer purchasing decisions, while Keto benefits from rising obesity and overweight rates

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Overview

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