

HW Dairy Products and Alternatives in the Netherlands

November 2023

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2022 DEVELOPMENTS

High protein dairy products still popular as consumers prioritise health and wellness

Low fat remains the leading health and wellness claim in 2022 while the EU introduces legislation to limit consumption of trans fats

Weight management grows in health and wellness dairy products and alternatives

PROSPECTS AND OPPORTUNITIES

Dairy producers seek out new audiences in a bid to see high protein dairy grow

High protein most promising claim in health and wellness dairy products and alternatives over the forecast period

Low salt claim to see escalating demand over the forecast period

CATEGORY DATA

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Health and Wellness in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Overview

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