

HW Cooking Ingredients and Meals in the Netherlands

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Young consumers lead the charge in the changing mentality towards vegetarianism, while the EU implements legislation to control trans fats

Vegetarian is the leading claim in health and wellness cooking ingredients and meals in 2022

Immune support claim gaining in stature

PROSPECTS AND OPPORTUNITIES

Sales of health and wellness cooking ingredients and meals remain stable despite challenges

Vegan most promising in health and wellness cooking ingredients and meals to 2027

Burgeoning interest and demand for plant-based options

MARKET DATA

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Health and Wellness in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Overview

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