



HW Staple Foods in the Netherlands

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Gluten free staple foods achieves mainstream distribution via supermarkets

Vegan leads health and wellness staple foods in 2022

Growing demand for plant-based alternatives in health and wellness staple foods while EU legislation imposes restrictions on trans fats

PROSPECTS AND OPPORTUNITIES

Education on lactose intolerance is a strong growth driver of lactose free staple foods over the forecast period

Vegan to register the strongest performance in health and wellness staple foods over the forecast period

No allergens claim expected to gain in popularity in health and wellness staple foods

CATEGORY DATA

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Health and Wellness in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Overview

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