

Innovation: Food and Beverage in the Netherlands

November 2023

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Euromonitor Innovation definitions

INNOVATION IN FOOD AND BEVERAGE

Approximately 30% of 2022 launches in F&B are first detected globally in the Netherlands

Almost half of launches detected in 2022 in the Netherlands are in packaged food

New launches in the Netherlands in 2022: Soft Drinks and Hot Drinks

New launches in the Netherlands in 2022: Packaged Food, Alcoholic Drinks, Pet Food

Health-conscious launches peak in Q1 2022 as consumers start new year

Ben & Jerry's offers plant-based ice cream in response to growing consumer demand

Ben & Jerry's Berry Revolutionary is launched in the Netherlands in supermarket Hoogvliet

2022 Netherlands subbrand launches align with rising health and wellness trends

Edgard & Cooper offers nutrient-dense variant made from real fish

Edgard & Cooper's subbrand launches in the Netherlands through Pet's Place

Albert Heijn accounts for approximately a quarter of new product launches in 2022

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Passport Innovation methodology

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

About Euromonitor International

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-food-and-beverage-in-the-netherlands/report.