

# HW Snacks in the Netherlands

November 2023

Table of Contents

## KEY DATA FINDINGS

### 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

### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in the Netherlands - Industry Overview

### EXECUTIVE SUMMARY

Overview

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