



Euromonitor
International

Weight Management and Wellbeing in the Netherlands

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Solid performance as the category faces external competition
The competitive landscape intensifies as brands and private label revamp their lines
E-commerce reinforces its prominence with further share gains

PROSPECTS AND OPPORTUNITIES

Rising obesity is likely to expand consumer base
Innovation is crucial as competition intensifies
Growing concerns regarding weight loss products sold on social media

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025
Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025
Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025
Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030
Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Consumer Health in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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