Euromonitor International

Staple Foods in the Netherlands

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Staple Foods in the Netherlands

EXECUTIVE SUMMARY

Evolving consumer priorities reshape staple food consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability drives demand while health and authenticity gain prominence
Shifting eating habits redefine everyday consumption

WHAT'S NEXT?

Mature category poised for steady growth
Health and wellness trends reshape product development
Authenticity and private label to remain strong competitive forces

COMPETITIVE LANDSCAPE

Artisanal and private label products dominate the market landscape
Authenticity and cultural specialisation underpin brand success

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Discounters gain further ground amid affordability concerns

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KEY DATA FINDINGS

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Cocoa and sugar volatility influences product mix and pricing strategies

INDUSTRY PERFORMANCE

Cost pressures persist but affordability and innovation sustain demand
Flat bread benefits from changing meal habits and cultural diversification

WHAT'S NEXT?

Premiumisation and diversification expected to define category growth
Health and wellness priorities shape innovation and positioning
Sustainability and local sourcing reinforce the category's positive image

COMPETITIVE LANDSCAPE

Artisanal bakeries maintain strong influence despite retail expansion
Private label strengthens bakery credentials through value and freshness

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Premiumisation offsets volume stagnation as sugar concerns persist

INDUSTRY PERFORMANCE

Consumers question health credentials but still value convenience
Muesli and granola outperform traditional flakes amid health redefinitions

WHAT'S NEXT?

Gradual recovery expected as perception of health improves
Functional benefits drive next wave of innovation
Sports nutrition brands intensify competitive pressure

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

Changing food culture reshapes consumption occasions and category dynamics
Frozen formats outperform as consumers prioritise freshness and practicality

WHAT'S NEXT?

Health-driven demand and retailer commitments to plant-based foods sustain growth
Legumes and simple vegetables attract attention for functional benefits
Sustainability commitments drive local sourcing and organic expansion

COMPETITIVE LANDSCAPE

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Ingredient inflation and affordability reshape choices across meat and seafood

INDUSTRY PERFORMANCE

Price sensitivity nudges meal composition while plant-forward habits expand
Seafood and substitutes gain from health cues, though processing perceptions linger

WHAT'S NEXT?

Category holds value momentum as consumers rebalance baskets
Health and wellness priorities reinforce the appeal of lean and minimally processed choices
Retailer sustainability pledges accelerate hybrid and plant-forward innovation

COMPETITIVE LANDSCAPE

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Rice, Pasta and Noodles in the Netherlands

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cultural diversity and culinary curiosity sustain strong growth across rice, pasta and noodles

INDUSTRY PERFORMANCE

Premiumisation and culinary sophistication drive growth despite cost pressures
Asian cuisine and youth culture boost rice and noodles consumption

WHAT'S NEXT?

Positive outlook sustained by cultural diversity and product innovation
Sustainability and ethical sourcing shape future purchasing decisions
Demographic change and convenience trends inspire new formats and portioning

COMPETITIVE LANDSCAPE

GranFood maintains leadership but faces pressure from premium and authentic brands
Authenticity drives competition across pasta and rice segments

CHANNELS

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