

# HW Dairy Products and Alternatives in the Netherlands

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

High protein dairy products still popular as consumers prioritise health and wellness

Low fat remains the leading health and wellness claim in 2022 while the EU introduces legislation to limit consumption of trans fats

Weight management grows in health and wellness dairy products and alternatives

#### PROSPECTS AND OPPORTUNITIES

Dairy producers seek out new audiences in a bid to see high protein dairy grow

High protein most promising claim in health and wellness dairy products and alternatives over the forecast period

Low salt claim to see escalating demand over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

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

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

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

## Health and Wellness in the Netherlands - Industry Overview

### EXECUTIVE SUMMARY

Overview

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